



HISTORY PERIODICALS

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HISTORY PERIODICALS



# CITY-COUNTY RECORD

Vol. 22 — Nos. 1 & 2

JAN. - FEB., 1955

SUBSCRIPTION

\$5.00 Per Year

OUR TWENTY-THIRD YEAR OF CONTINUOUS SERVICE

THE MAGAZINE OF GOOD GOVERNMENT



REED W. ROBINSON

*President, Redwood Empire Association*

(See story on Page 6)

## LETTERS TO THE EDITOR

EAST BAY MUNICIPAL  
UTILITY DISTRICT

Editor:

In behalf of the Board of Directors and personally I should like to wish you and the members of



LOUIS J. BREUNER, President  
Board of Directors  
E. B. Municipal Utility District

your staff a Merry Christmas and a prosperous New Year.

The George H. Allen Publications has been most helpful during the year, in keeping it's readers informed on the operation of this publicly owned water service utility for which we are most grateful.

Many thanks to you for the fine cooperation which you have extended East Bay Municipal Utility District in the year 1954.

Most sincerely,

LOUIS J. BREUNER  
President Board of Directors

Editor:

I enjoy the City-County Record very much indeed. I have copies of the Record put out many years ago. They too were excellent but nothing like the present issues.

The Record is a beautiful job and certainly full of essential information. It is a great help to me and I could not be without it.

Every best wish for continued success.

ELIZABETH CASSIDY  
Atto. at-Law

PARK-PRESIDIO LADIES'  
Club

Editor:

Just a few lines to express our thanks from the members of the Park-Presidio Ladies' Club for your generous help in our recent Christmas Tree Trimming Party at the Recreation Hall for our men still confined at the hospital, a really complete success. We thank again from all of us.

Sincerely,  
ONA McCONNELL, Secy.  
Park-Presidio Ladies' Club



"This added-on room was hard to heat... 'til we got our electric heater!"

says Mrs. Robert Mize, 26 Park Avenue, Mill Valley, California  
(shown here with four of her eight children, Steve, Mary Louise, Chuck and Leslie)

"When we added this combination utility-play-guest room to our house, it couldn't be connected to the central heating system. But a modern electric heater solved our cold-room problem in a hurry. We get instant heat—exactly the degree we want—automatically."

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Pacific Gas and Electric Company

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IRWIN MEMORIAL BLOOD  
BANK  
of the San Francisco Medical  
Society

Editor:

We have just received the December issue of your magazine, City-County Record, and we wish to extend our sincere thanks to those responsible for the blood ap-

peal which appears on the back cover.

Your continued support of our blood program is sincerely appreciated.

MRS. CHARLES D. HEMPHILL  
Managing Director

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# CITY-COUNTY RECORD

GEO. H. ALLEN..... Editor and Publisher  
RICHARD H. ALLEN..... Associate Editor  
DODD M. McRAE..... General Counsel

### Contributing Editors:

William Flynn—Record Biographies: What Henry—Around and About

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"WE'LL CALL A SPADE, A SPADE"

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## Around and About

By WHIT HENRY

I OFTEN THINK of things gastronomic, and rightly so. You would understand if you saw my wasteline, a result of my wife's superb cooking. But sometimes a good plate of beans and a bottle of ale or beer can make a repast fit for a king. Please notice that I said a good plate of beans, not the run of the mill kind. If this interests you then take yourself to the Little Shamrock, a small tavern that has been operated for many years by Tony Herzo. It is on the corner of Lincoln and Ninth Avenue, right near Big Rec in Golden Gate Park. Tony is well known to old San Franciscans and is an active member of the Old Timers Baseball Association—and his beans are famous among ball players from far and near. Tony has pictures of early San Francisco and old time athletes on the walls and no visitor ever had a dull time within his doors.

who was an advertising fellow. Fred thought it was a good idea too. So they started looking for a big field in town where the far-

(Continued on next page)

## How well do you know San Francisco?



EVEN most lifelong residents of the Bay Area haven't visited all the famous landmarks that have made San Francisco beloved the world over. If you're a stranger, a Gray Line tour is a must; if you're a native, you'll still find a tour exciting, informative, entertaining. Be sure to tell visiting friends: Take a Gray Line tour of San Francisco. Hundreds of thousands do—every year and say, "There's nothing like it!"

Passengers ride in specially built, luxurious parlor cars; trained, courteous driver-guides tell you the background story of the places you visit; fares are surprisingly low.



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Depot: 44 FOURTH STREET  
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AN ALWAYS INTERESTING SPOT to visit in Los Angeles is the Farmers Market. With permission I quote from a brochure that was given me when I last visited there.

"It all started back in 1933, the year when the Depression was the only thing really going good.

"Roger Dahlheim was working for a lady who owned a bakery-tearoom. He kept the books for four dollars a week and all the date-nut sandwiches he could eat. Roger noticed that the farmers of the Southern California countryside were even worse off than he. A lot of them were trying to keep going by operating roadside stalls. Business was bad.

"Roger began thinking about this, and he concluded that if all the roadside stands were placed together in a location in town, they would do better. He explained the idea to Fred Berk, a friend

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CO.****500 Howard St. San Francisco****Maydwell & Hartzell, Inc.****158 - 11th Street San Francisco****WHIT HENRY**

(Continued from Page 3)

mers could bring their vegetables and the biggest and best field of all was the one at West Third Street and Fairfax.

"The field belonged to Earl B. Gilmore, California oilman, and was, in fact, a corner of the old Gilmore Farm that Earl's father, Arthur Fremont Gilmore, had pioneered. Earl thought Roger's idea was pretty sound, which it was. Earl said sure, they could use his land, so next came the job of interesting the farmers.

"This wasn't easy."  
"But Roger kept at it, talking to egg producers and fruit ranchers and truck farmers and so on and at last on a sunny July day in 1934 the Farmers Market opened.

"There were just 18 stalls at the beginning, but this idea worked fine. Roger made sure that the eggs were the freshest, and the vegetables were still damp from the morning soil. Pretty soon one housewife told another and business was good at the Farmers Market.

"Today there are more than 150 stalls and shops, and the market is growing all the time.

"In the food section there are a big grocery store and a dairy bar, coffee stands and six bakery places, honey stalls and home-made jams. There are specialty meat shops and a couple of florists, wonderful fruit and vegetable stalls and just about everything you could think of. There are little kitchens and restaurants serving special foods ranging from hamburgers to Shrimp Lonié to enchiladas to almond druck.

"The Farmers Market has its own post office, telegraph station, and Railway Express Agency. There is a new laundry and dry-cleaning service, a shoe repair shop and two Notaries Public on the premises.

"In the Stores Section are gift shops and dress shops, and shops offering delightful things imported from all over the world.

"It is estimated that 40,000 people visit the Farmers Market every day during the year—not counting Sundays. People from all over the world know about the Market and almost any day there will be cars in the parking lots from every one of the 48 states.

"People use words like 'fabulous,' 'amazing,' and 'quaint' when they talk about the Farmers Market. They say it's like a Parisian side walk cafe; an oriental bazaar; a church social . . . If all depends upon where they are from and what mood they're in. They all agree, however it's the darndest place they've ever seen. You really have to see it to believe it."

\* \* \*

CLOSELY AKIN to the Farmers Market Story is the Gilmore

Story. The Farmers Market hunkers on the southwest corner of "Gilmore Island"—so named because for many years this plot of land owned by Earl Gilmore was an island of county land surrounded completely by the city of Los Angeles. The story of "Gilmore Island" and the Gilmore family is as fabulous as the story of the Farmers Market.

Back in 1870, when Los Angeles was still huddled along the banks of the Los Angeles River, Arthur Fremont Gilmore owned a partnership in two ranches. One was east of Los Angeles. The other was part of the original Rancho La Brea to the west of the city. When the partners dissolved their agreement, they drew straws to divide the property. A. F. Gilmore drew the west ranch—then 256 acres of wild country between Los Angeles and the ocean. For a time, Gilmore operated his ranch as a successful dairy farm. One day, while drilling for water, he struck oil and that was the beginning of the Gilmore Oil Company.

It was also the end of the dairy business.

A. F.'s son Earl, grew up in the oil business and developed the Gilmore Oil Company into the largest independent oil business on the Pacific Coast. On the northwest corner of the old farm he built Gilmore Stadium where midget auto racing originated. (The cars used Gilmore gas and oil.) Later appeared Gilmore Field, a baseball park where the Hollywood Stars make their headquarters. In 1934 the Farmers Market was added to the activities on the "Island," and since then a modern Drive-In Theater.

In 1950 Gilmore Stadium was pulled down to make way for the new CBS Television City. Smack in the middle of the "Island" and surrounded by all these flourishing enterprises is the Gilmore home—built around the original old adobe. Earl is one of the few men who can truthfully state that he sleeps in the bed in which he was born.

"Gilmore Island" is now within the limits of the City of Los Angeles, but still retains its old nickname.

**OCEAN VIEW  
BAKERY***Whipped Cream Goods  
Our Specialty***98 Broad Street San Francisco****Ideal Sewing Machine Co.***We Sell and Repair All Kinds  
of Sewing Machines***3006 MISSION STREET  
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Roller Shades -***473 Bryant St. San Francisco**

## Women of Distinction

### PACIFIC GREYHOUND'S MERRY MILES

A Young Woman of Charm and Personality

(By RECORD STAFF WRITER)

**Editor's Note** — A few weeks ago, the membership of the Park-Presidio Civic Club had the privilege of meeting and listening to the young woman whom we are featuring as our "Woman of Distinction" for this issue. The Editor of the Record was present and was so impressed by the charm, ability and personality of this young executive, that we secured the background material for this article. We feel certain that our readers would want to know more about "Merry Miles" who has taken the travelling public by storm in the past few months, and who through the generous advertising of the Pacific Greyhound Lines, has become a person of great interest throughout the seven Western States. Truly a "Woman of Distinction!"

**OUR VOTE FOR WOMAN-OF-THE-MONTH** is the new travel personality, Merry Miles, who was introduced by Pacific Greyhound Lines last Fall and has been featured ever since in advertising throughout the seven western states served by the Western division of Greyhound. The name has also been adopted by Overland Greyhound Lines, with headquarters in Omaha, and Southwestern Greyhound Lines, whose main office is in Fort Worth, Tex. These companies have appointed feminine "stars" of their own to use the Merry Miles name.

Merry Miles is more than a trade character; she is a real life person, a petite, slender brunette with an infectious smile, who acts as a travel advisor and good-will ambassador for Pacific Greyhound in many of its contacts with the public. In addition to promoting the various services of the company in local and regional advertising, and writing a newspaper column titled "Travel Smiles, by Merry Miles," she makes personal appearances before clubs, schools, church groups and other organizations at state fairs, opening ceremonies of new depots, introductions of new equipment, inauguration of routes, and many other functions.

The name Merry Miles was, of course, coined, and while it is a quite believable name, the words, also connote "happy travel," and, because of her connection with Greyhound, it especially means happy travel by Greyhound bus. The Greyhound people offer the public "merry miles" to all America, according to their advertising, and are featuring this theme aggressively with their new trade personality.

Some of the outstanding Greyhound services that are being promoted under the Merry Miles name are pre-planned vacations, Slumber-Stop Service, and thru-express schedules. The bus company is also using Merry Miles extensively in the public showings of the Greyhound Scenicranger, amazing new double-deck bus, which is now in service between San Francisco and Chicago.

Merry Miles is believed to be the first trade character of her type used by a transportation company; that is, a travel personality used not merely as a symbol in an advertisement, but also as a good-will ambassador to carry the company's messages of new and improved services to the public by means of personal appearances and speaking engagements. The use of Merry Miles in this way is proving very valuable to Greyhound in changing the public conception of Greyhound as simply "the cheapest way to travel" to a realization that Greyhound now offers exclusive travel advantages due to the great advancements that have been made in providing



## Bullock & Jones

San Francisco's

fine store for men.

featuring

Oxford clothes,

Walter-Morton clothes,

Cavanagh Hats,

Alan McAfie shoes.

340 Post Street, San Francisco



### A WOMAN OF DISTINCTION

more luxurious equipment, greater convenience and dependability, and other features that appeal to travelers of all types.

Advertising featuring Merry Miles is being run in all types of advertising media, including newspapers, magazines, radio, television and outdoor posters. No doubt all readers of the City-County Record have seen, heard or read the Merry Miles messages in one or more of these advertising media. Her voice is heard on radio programs and spots, she is being seen on live television broadcasts, and advertisements carrying her picture have been printed by the

millions.

Merry Miles is a San Francisco girl, and her headquarters are in San Francisco. So, as our Woman-of-the-Month, the City-County Record gives you that prepossessing young woman who, through the magic of advertising and by virtue of her own natural charm, has become in just a few months one of the outstanding travel personalities of the West — Merry Miles of Greyhound!

San Francisco's warmest days are only about 11.5 degrees higher in temperature than the coolest days.

# REED W. ROBINSON

## President

### Redwood Empire Association

(By RECORD STAFF WRITER)

**T**HE RECENT ELECTION OF REED W. ROBINSON of San Francisco as president of Redwood Empire Association continues the long chain of competent and highly respected men who have stood at the association's helm since its inception more than a quarter century ago.

The association's new head is a successful businessman—a general partner in Golden Nugget Sweets, Ltd., manufacturers of candy bars. Headquarters of the 30-year-old concern are at 1975 Market Street, across from the U. S. Mint.

In addition to his business, Robinson is actively interested in public affairs and the activities of innumerable civic organizations.

#### APPOINTED BY MAYOR

Appointed to the San Francisco Board of Permit Appeals by Mayor Elmer E. Robinson at the start of his first term in January, 1948, Robinson served with distinction until he resigned upon his recent election as president of the Redwood Empire Association in order to devote full time to the new job. While a member of the Permit Appeals Board he ably served as president during 1953.

He has been active also in the Civic League of Improvement Club holding various important assignments and at present is a member of the board of governors of the organization.

He is a former director of the Veterans Home at Yountville; past president of St. Francis Home Association; a former commander of the 363rd Infantry Post, American Legion; and former president of the 91st Division Association.

#### WORLD WAR I

During World War I, Robinson served as First Sergeant in "A Company," in the 91st Division with Chief Justice Earl Warren, who at the time was First Sergeant of "I Company." Robinson later served in the 3rd Division with the occupation troops in Germany.

He is currently a member of San Francisco Press and Union League Club, serving on its important Admissions Committee; Elks' Club, American Legion and Veterans of Foreign Wars, South of Market Boys Clubs, Saints and Sinners, and Oregon Covenants.

Although born in a log cabin on his father's tobacco farm near



REED W. ROBINSON  
President, Redwood Empire Assn.

Croley, Kentucky, Robinson has spent most of his life in the San Francisco area. He saw San Francisco burn in the earthquake of 1906, his family having moved to Oakland in March of that year, and was on hand for the great rebuilding.

Because Robinson's widowed mother had four children to support, his business life began at the age of 10. Salary for his first job was \$1.50 a week. His mother, a former teacher, educated him during his free hours.

Through his initiative, Robinson became associated with the stationery specialty business, later entering the candy business.

Today, Robinson has several inventions to his credit, among them Quick Fudge which is marketed by a large national organization, and Drivert, a special sugar used by bakers and confectioners.

He is presently a director of the National Confectioners Association

and is serving as chairman of the employer-employee relations committee of that organization.

Robinson regards in strictly a business light the work of Redwood Empire Association in stimulating tourist-vacational interest in Redwood Empire, and obtaining large sums of State and Federal funds for the improvements of highways in San Francisco, Golden Gate Bridge and Highway District, and Northbay counties.

#### LONG ASSOCIATION

During his five-year association with REA he has become intimately acquainted with its organization through his former capacities as chairman of the budget committee and senior vice-president.

He regards the association as one of San Francisco's intangible assets whose actual worth is best measured by its accomplishments over a long period of years.

"Outside of several other smaller areas in California, we have the only redwood trees in the world and those giant redwoods—some of them older than Christendom—are of universal interest," he commented.

Large numbers of visitors are attracted to the Empire vacation-spots by the association's publicity. These attractions, in addition to the redwoods, include San Francisco's Chinatown and mile-long Golden Gate Bridge, Marin County's Muir Woods, Napa County's famed Russian River and Josephine County's Oregon Caves to name a few.

#### TOURISTS SPEND

"Whatever Empire areas tourists visit, they spend freely while they are there and play an important part in the county's welfare. San Francisco, being the main stop-over center, profits most, financially, by tourist trade."

Robinson sees still another reason for the close alliance between San Francisco, Golden Gate Bridge District and Northbay communities.

"Business interests in Redwood Empire counties probably buy more from San Francisco manufacturers and jobbers, and more

people come to the city from Empire counties, than from any other portion of California," he added. "For that reason alone San Francisco should be very closely allied to the business interests and to the development of the Northbay area."

Furthermore, San Francisco is the greatest single beneficiary in terms of State and Federal highway construction appropriations made available to counties of the Empire.

As an example, the 1954-55 State highway budget for State Highways in Redwood Empire totals approximately \$28,000,000, and about half of that amount is for highways within San Francisco.

As head of Redwood Empire Association, Robinson will collaborate with a large group of other influential men from the nine Redwood Empire counties who serve as directors, unit presidents, committee chairmen and members, and members of the Executive Board.

The association's 1955 program will relate to new highway improvement appropriations, and to offsetting the mounting competition of other cities, regions, states and even foreign travel agencies in their bid for the important tourist-vacationist dollar.

The Golden Gate Bridge at San Francisco was opened to vehicular traffic on May 27, 1937.

Select and Brand  
Your Own Steaks at

**Rickey's**

"Town" STEAK HOUSE

Van Ness and Clay  
Cocktails in the new

TACK ROOM

All Rickie Restaurants now feature special  
juicy porterhouse and T-bone steaks

Luncheons from \$1.25



# Henry Ford Elementary School of Redwood City Signals New Departure in School Nomenclature

**L**AST OCTOBER, IN TREE-SHADED REDWOOD CITY, CALIFORNIA, more than 2,500 local citizens gathered to witness the dedication of a new elementary school named for the late Henry Ford.

The size of the crowd hinted it was no ordinary affair. After all, new grade schools open up every day, mostly without ceremony. Advance press coverage confirmed that something special was up.

The "Something special" was the culmination of a long-range campaign designed to focus attention and recognition of the private enterprise system, as epitomized by a great American industrialist—literally, this was the first school to be named in honor of free enterprise.

In speeches, in program copy, in press releases, the theme was stressed: This school is a tribute to its famed namesake. But more than that, it honors the economy in which Ford was able to succeed and prosper. In America, because of the nature of things, any man may rise from modest origins to the top. Let this message serve as an inspiration to the children who will attend this school. Let it serve as a reminder of the dynamic nature of privately-managed industry.

## JACKSON SETS PLAN

A commonplace theme you say? Perhaps, but one San Francisco businessman felt that it wasn't being played loud enough, and hardly at all at the real grass-roots level. So he decided to see what he could do to turn up the volume.

The businessman in question was and is Robert W. (Bob) Jackson, western region public relations manager for General Electric Company and a member of the Public Relations Society of America and its San Francisco Chapter. Jackson is a vigorous advocate of "institutional efforts that sell the concept of enterprise and big business where it needs to be sold most—at the 'grass roots.'" Like other General Electric employees, he is encouraged by the Company to take part in public affairs, to demonstrate that a corporation is no soul-less monster, but a responsible, civic-minded entity with a genuine, personal stake in community welfare.



ROBERT W. (BOB) JACKSON  
Public Relations Manager  
General Electric Co. Western Division

Jackson ran for the school board in his hometown of Redwood City (population of 32,000) in 1951, was elected, and proceeded to make a name for himself with a dramatic exposure that several of the schools in town were critical earthquake hazards. Since his own two children, Dale, 8, and Dickie, 10, happened to be pupils in the district but not at the 'quake traps, his was no grandstand play but a matter of personal concern.

During his school board career, which ended last July, Jackson was

credited initiating a program of "More education about education," keeping newspapers informed of school developments, helping to standardize school plans with a resulting reduction in architects' fees, and development of a property-exchange plan between the school board and other city and county agencies resulting in savings to tax payers. For these activities the district awarded him a Golden Apple.

A man of lesser energy might have been content to rest on those laurels, but Jackson also saw in his school work opportunity for some of this "grass roots" missionary work on behalf of private enterprise.

"The way I see it," he explained recently, "businessmen and our industrial system deserve a great deal more recognition for their contribution to our national welfare. I suppose part of the reason they go unappreciated so often is the hangover from depression days. The business community was made the scapegoat for that and for years Big Business has been a sort of unpleasant name.

"That's a misapprehension that has to be wiped out for all time. Plain and simply, it's a roadblock to our economic progress. And a good place to begin pushing aside that roadblock is in our schools, even at the elementary level where the public opinion of tomorrow is being molded."

A missionary needs a text of course, some vehicle to convey his message. Jackson saw his begin

community contributes to our security and progress too.

He proposed a school-naming plan which fellow trustees adopted. New schools were being arbitrarily named, usually by a building contractor, after the street on which the new structure was located.

This new plan pointed out that the district was missing a good chance to honor outstanding Americans whose careers moreover could well serve as a basis for inspirational study projects among pupils. The school board adopted a formal policy of naming new schools for famous Americans—distinguished statesmen, educators, patriots, and industrialists. After the board had used this procedure in naming several of its new schools, it was decided to name the district's fourteenth school after an industrialist.

## RIGHT NAME NEEDED

The next step was to find the right name. Not just a prominent business personality, but someone who would typify American dynamic capitalism. As superintendent Andrew L. Spinas and the trustees later specified, "a man who will not only have a strong 'Ho-ratio Alger' background of success through persistent efforts, but will also exemplify the close marriage of both industrial and civic leadership which is in the best American tradition. He should so epitomize the opportunity for success which our free enterprise system makes available to all that his message and industrial history

JACK WALKER

## FAIR HOTEL

356 THIRD STREET

Garfield 1-9540 San Francisco

## ANTHONY GARAGE

Expert Auto Repairing  
Parking • Storage

399 GOLDEN GATE AVENUE  
Market 1-4297 San Francisco 2

Arts & Gifts Chinese Products

## The Wing On Company

Importers—Exporters—Wholesalers

461 KEARNY STREET  
EXbrook 2-6087-8  
San Francisco 8, California

## MAIDEN LANE JEWELERS

Expert Watch & Jewelry Repairing

47 MAIDEN LANE  
Sutter 1-1351 San Francisco 8



## DEDICATION OF HENRY FORD ELEMENTARY SCHOOL

More than 2500 citizens of Redwood City witness dedication of new Henry Ford Elementary School, first to be named in honor of a distinguished industrialist.

to take shape in the new grade schools going up to meet the booming educational requirements of the community.

Some of these schools, he felt, should be named for leading industrialists, as well as distinguished statesmen and educators, to serve as a reminder that the industrial

would lend itself readily to classroom study and discussion." There were three other "ground rules," too:

1. He must be a nationally known leader in American industry, living or deceased. He should be an industrialist, not merely a

(Continued on next page)

YUkon 2-3245 SUTter 1-9985

## Far East Cafe

Famous Chinese Food

631 GRANT AVENUE

## POPLAR CAFE

GUS ROOMEL

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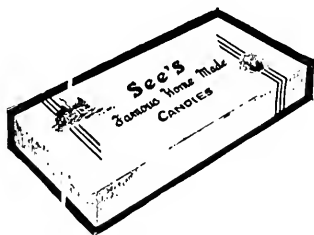
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## Henry Ford Elementary School Dedicated

(Continued from Page 7)

business man, and one who is, or was, engaged in, or connected with, the manufacturing of products. This would give this district the first known elementary school in the Nation to honor an industrialist.

2. The industrialist chosen must have made a contribution to society, outside of his business enterprise, preferably through Government service as evidence of good citizenship.

3. The industrialist chosen must hold the respect of the American public.

Members of the Board of Governors of the San Francisco Bay Area Council, a nine-county or-



JAMES B. BLACK, Pres.  
Pacific Gas & Electric Company



J. D. ZELLERBACH, President  
Crown Zellerbach Corporation

Redwood City parents chose Henry Ford as the school namesake, with 1,385 votes; next was J. D. Zellerbach, president of Crown-Zellerbach Corporation, with 780; third was Charles E. (Electric Charlie) Wilson, with 755; and fourth, the late Walter P. Chrysler, with 611.

Jackson meanwhile, retired from the board of education after completing his term, was asked by the school board to plan appropriate dedication ceremonies, and to serve as General Chairman.

Benson Ford accepted the board's invitation to represent the Ford family and Frederic B. Whitman, president of Western Pacific Railroad, consented to be guest speaker.

With these advance preparations taking shape, work was begun on two other related objectives: (1) underscoring the enlightened, mutually-beneficial relationship growing up between industry and education; and (3) finding a means of perpetuating the idea behind the dedication.

### SECOND CONTEST

The answer to both was forthcoming in a second contest, this one among Ford School parents, for the best-written "Primer for Private Enterprise," a statement of the essential significance and advantages of our enterprise system "written in terms that a grade-school child can understand." The contest, which was concluded by December 1, produced a number of provocative explanations of democracy and free enterprise which the 550 Ford School children will study in the months to come.

The prize, a portfolio of some 5500 word of outstanding common stocks, goes to the winner selected by another committee headed by Dave Schutz and comprised of: J. Hugh Jackson, Dean Graduate

(Continued on Page 13)

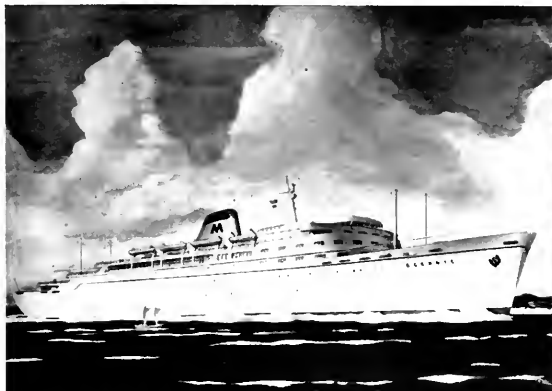
ganization devoted to civic and industrial betterment, were invited to submit names in a contest to name the school. David N. Schutz, public-spirited editor of the Redwood City Tribune, agreed to head a Redwood City Chamber of Commerce committee charged with choosing four top candidates to go on a final ballot.

This was a good start. But as Jackson later acknowledged, it was only a start. "If we couldn't develop a program to tie-in the Henry Ford name with the ideal of private enterprise, we would only be doing half a job," he pointed out.

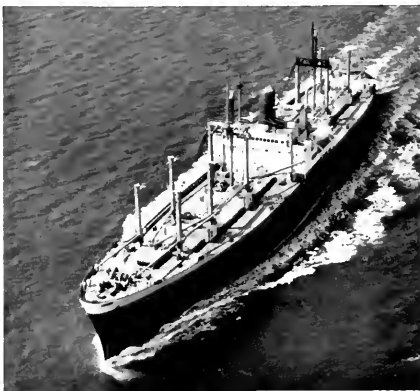
### PRESS AIDS

At this stage, the campaign found a great ally in the press. The Tribune's editor and its city editor (Otto Tallent) plugged the significance of the event, both in stories and in the editorial columns. John Piper, dean of San Francisco's financial editors, responded in the San Francisco News with a thoughtful series of articles illuminating the issues at stake.

Last June 10 the ballots were counted. From the four nominated,



Artist's sketch shows how the two swift new passenger liners, being built by the Oceanic Steamship Co., a subsidiary of Matson Lines, will look when completed in mid-1956. They will resume the company's passenger service between the West Coast and South Pacific and Australian ports. Each of the new Oceanic design ships, which will be the most modern in the Pacific, will be completely air-conditioned and carry 360 passengers, all in first class. They will make the voyage from the West Coast to Australia in 17½ days, with calls at such romantic spots as Pago Pago, Samoa, Papeete, Tahiti, as well as New Zealand and Australia.



Above—Prototype of new APL Ships. During 1955 APL will purchase and convert four Mariner vessel for round-the-world service; by July 1, 1956, will contract for construction of four new combination passenger cargo vessels; by January 1, 1960, will order four or five new cargo vessels of superior design; by January 1, 1962, will contract for additional four or five ships; APL will also finance replacement of SS President Wilson and SS President Cleveland and shall also build or acquire vessels suitable for APL round-the-world service.

## Expansion Plans of APL and Matson Companies Place San Francisco as Focal Spot in Rebirth Of Vital United States Merchant Marine

SAN FRANCISCO IS THE HEADQUARTERS for the rebirth of the United States merchant marine, a vital instrument of peacetime commerce, an indispensable weapon in time of war.

Two companies whose executives contemplate the everchanging colors of the Bay while they plan and execute deep water operations that each routes on the seven seas of the planet are undertaking expansion and rehabilitation programs which are pace-makers for the nation's maritime industry.

The companies are American President Lines and Matson Navigation Company. Their executives, Chairman Ralph K. Davies and President George Leonard Killion of American President Lines; and President Randolph (Joe) Sevier of Matson, are shipping executives

unusual side, there is fundamentally nothing extraordinary about them. They are merely a continuation of the activity that came naturally to San Francisco shipping men—of another generation.

It was the imagination, skill, and daring of the Dollars and Matsons of another era and generation that put together the skeleton of the two shipping firms that now

With the approval of the Federal Maritime Board, which has the authority to subsidize the nation's merchant marine in the interests of national defense, American President Lines will participate in a \$175,000,00, nineteen ship building program. Of this sum the shipping company will invest \$105,000,000.

The contract, approved by the shipping company, and members

who see more in the future than continual labor trouble.

They see trade, commerce, and reasonable profits for capital and increased wages for labor. They are willing to bet millions that San Francisco has a future rather than merely a port as a world shipping center.

These companies and their executives have proceeded independently but practically simultaneously in blue-printing an expansion program that is both courageous and imaginative in scope.

American President Lines is going to invest more than \$100,000,00 during the next decade in a brand new fleet of 19 vessels.

Matson is betting a goodly share of \$4,000,000 that new ships plying the South Pacific routes from the Embudoadero to Auckland and Sydney of the Down Under Commonwealth Nations will be a profitable venture.

While these two ship building programs appear to be a bit on the



RANDOLPH (JOE) SEVIER  
President  
Matson Navigation Company



GEORGE L. KILLION, President  
American President Lines

are going into the second half of the Twentieth Century with confidence rather than the pessimism that has been the philosophy of the waterfront for more than twenty years.

By precedence of the alphabet and dollar magnitude, American President Lines' program comes first.

of the Maritime Board headed by Chairman Louis S. Rothschild, provides:

APL will purchase and convert four Mariner vessels for round the world service during 1955.

By July 1, 1956, APL will contract with a United States shipyard for the construction of four

(Continued on Page 12)

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# James J. McGovern, S.F.P.D., Seeks Re-Election To City and County Employees Retirement System

ON MONDAY, JANUARY 3, 1955 JAMES J. MCGOVERN, a member of the Police Department announced his candidacy for re-election as a member of the San Francisco City and County Employees Retirement System. Voting February 1 to 14, 1955 inclusive.

Jim McGovern has well and faithfully performed his duties as a member of the Retirement Board for the past five years displaying those qualities of tact and judgment which are so necessary in an important position.

McGovern's background goes back many years and there is no substitute for experience. He has served as Trustee and Past President of the Police Departments' Widows and Orphans Aid Association, Past President of the Health Service Board, Charter Member and Past President of the Police Officer's Association. He is presently serving as a member of the Executive Committee of the Civil Service Association, Chairman of the Welfare Committee of the Police Department and President of the Police Department Credit Union.

The following is a partial list of city employees sponsoring Jim McGovern's re-election to the Retirement Board:

John F. Brady, Associate Superintendent of Schools and President of the Retirement Board; Bert Crowley, Chief Sanitary Inspector and member of the Retirement Board; Walter Fields, Bill Reed and James L. Quigley, Jr., Assessors' Office; Miesy Bride, Carmichael, Board of Education; Frank Collins, Henry Broderick, Donohoe, Jeremiah Sullivan, Dorothy Pennekah, Board of Parks; Wes McKee, Ernest J. O'Brien, Bureau of Engineering, Charles Woods, President, and James Wilson, Carmen's Union

**JAMES J. MCGOVERN, S.F.P.D.**  
Candidate for Re-election  
Employees Retirement System

A.F. of L. 1380, Secretary: Aaron Barsky, President, Jack Sherry, Carmen's Union C.I.O. 250, Secretary; Agnes O'Connor, George Tait, Controller's Office; Martin Mongan, County Clerk; Mervyn Hewlett, Dept. of Electricity; Ella Brennan, De Young Museum; John M. Dean, District Attorney's Office; Mary Yates, Domestic Relations;

Robert Callahan, Thomas A. Cody, David Cotter, George Gallagher, Daniel J. Harrington, Thomas F. McDonough, Fire Department; George Cuniffe, Health Department; Veronica Faktor, Health Service System; F. Laurenzett, Richard Leary, Laguna Honda Home; Benny Lipston, Frank Ryan, Municipal Court;

Frank McQuaide, Claire Quigley, M. (Duke) Wormuth, Muni Railway; Norman Baker, Frank O'Fehr, Bob Nelson, Park Recreation Department; Robert Davis,

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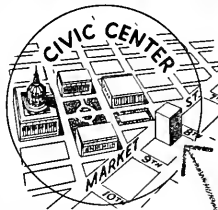
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John A. Engler, Philip Kiely, Eugene McCann, P. J. O'Shea, Alan Rosenbaum, Police Department; Zena Daly, Les Danielson, Ruth Rohlfis, Public Welfare Department;

Basil Healy, Recorder's Office; Pat Brown, Benny Escobar, Ed. Cafferty, San Francisco Hospital; Howard Dunn, Sheriff's Office; James Graham, Superintendent of Auditorium; Harry Downie, Michael Troy, Tax Collector's Office; Robert Best, Thomas Byrne, Water Department; Joe Daly, Elmer Gaetjen, Youth Guidance Center.

McGovern is also sponsored by James L. Quigley, Sr., Retired Deputy Chief and former member of the Board; Thomas Shaughnessy, retired, President of the Per Diem Men's Association.

barrel, showing the tremendous diversification of the products which influence our daily lives—the food



**MARNIE DOUGLAS, President**  
Desk & Derrick Club  
Tide Water Associated Oil

we eat, the house we live in and the clothes we wear.

Mr. Sullivan who is the Petroleum Chemical Division's local manager, made a deep impression on the members with his visually aided talk and was sincerely applauded.

Marin's agriculture is represented by the 25 nurseries—a half million dollar industry.

## L. R. Sullivan of duPont Company Guest Speaker At Desk & Derrick Meet

L. R. Sullivan of the duPont Company was guest speaker at the regular meeting of the Desk & Derrick Club, organization of women workers in the oil industry, held January 13 at St. Julien's, with Marnie Douglas, Tide-water Associated Oil, presiding.

Mr. Sullivan illustrated his talk with the "Magic Barrel" developed by duPont's Petroleum Chemical Division for use by the oil industry. The barrel is designed to familiarize people with the wonder world of petrochemistry, in which crude oil and natural gas are transformed into thousands of useful organic compounds.

In steady flow Mr. Sullivan removed item after item from the

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OFFICE OF THE MAYOR  
SAN FRANCISCO

ELMER E. ROBINSON



September 2, 1954

Mr. Stuart N. Greenberg,  
765 Folium Street,  
San Francisco, California.

Dear Stuart:

Now that the busy pace of dedicating to the San Francisco International Airport has quieted down a bit, I want to take this opportunity to express, once again, my deepest appreciation to you for your splendid generosity and civic-mindedness in the donation of the airport terminal plaque.

The plaque is a beautiful and impressive addition to our terminal building, certainly in good taste, artistically, and otherwise, and in keeping with the high tone and magnificence of this great airport facility.

It carries added significance when one realizes that it not only represents a firm that has grown up with San Francisco and all that, during the past century, has been a vital, living portion of our industrial growth. It is fitting, too, I think, that this gift was presented to our city during Mr. Greenberg's Sons Centennial year.

In behalf of all our citizens, and for myself personally as Mayor, permit me to extend official thanks to you in a knowledgment of your most generous action. It was a gift we always shall remember.

With all good wishes, I remain

Elmer E. Robinson  
Mayor



## M. Greenberg's Sons Furnish Beautiful, Artistic Plaque at San Francisco's International Airport

**S**AN FRANCISCANS are proud of their heritage. They love their city and are ever eager to assist in solving problems that arise from time to time. This solution may demand time, experience or even financial aid, but their beloved city is never refused. We firmly believe that this spirit is more manifest in San Franciscans

than in inhabitants of any other city. It is the San Francisco spirit; it has made San Francisco great!

The photographs on this page illustrate this truth.

For more than 100 years the firm of M. Greenberg's Sons has been progressing as San Francisco has progressed. From that day in 1951



STUART N. GREENBERG  
President  
M. Greenberg's Sons



HON. ELMER E. ROBINSON  
Mayor  
City and County of San Francisco



**TOP**—Airport Manager Frederick B. Butler (left) and Stuart N. Greenberg stand before official plaque during acceptance program. Photo reveals scope and character of this splendid testimonial of the civic interest and patriotism of M. Greenberg's Sons and its distinguished president.

**ABOVE**—Lee Ann Meriwether, S. F. City College's gift to America, is saluted by Stuart Greenberg as she lands at the S. F. International Airport for the dedicatory ceremonies. At that moment she was Miss California, but Stuart Greenberg with prophetic acumen assured her that shortly she would be acclaimed Miss America, fairest of them all!

when Morris Greenberg reached this Golden City of the West the Greenberg family has been part and parcel of the community. Despite depressions, wars and even the fire of 1906, the firm, founded in 1854, has prospered until today its fame is international and its products honored as honest products throughout the world.

Stuart N. Greenberg, present

head of the firm, has maintained all its traditions. He is a San Franciscan through and through. The firm was built upon faith and confidence in San Francisco, and Stuart N. Greenberg exemplifies this confidence. Not only is he a leader in its business world, but he is an active participant in its civic, social, fraternal and charitable activities.

(Continued on Page 14)

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## APL, MATSON PLAN VAST EXPANSION

(Continued from Page 9)

new combination passenger cargo vessels to carry not less than 100 passengers, and to have a capacity of not less than 500,000 bale (cu) cubic each, and capable of a speed of not less than 20 knots. These vessels are to be in operation not later than January 1, 1960.

APL, by January 1, 1960, will order four or five new cargo vessels of a superior design.

By January 1, 1962, APL will sign another contract for construction of four or five ships, to go into service in 1964.

APL also will finance the replacement of the SS President Wilson and the SS President Cleveland, and also shall build or acquire vessels suitable for the traditional APL round the world service.

APL's agreement with the Maritime Commission also will permit the company to resume operations in the Malaya-Indonesia areas, serving the ports from both the Atlantic and Pacific.

Commenting on the building program, Chairman Rothschild of the Maritime Board said:

"The building program agreed to by American President Lines under this contract sets a pattern for an accelerated ship replacement program we hope will be followed by other steamship lines in the near future."

The Matson program involves the construction of two luxury liners at the total cost of \$40,000,000 to serve trade routes to the South Pacific and New Zealand and Australia.

The vessels will have a speed of 20 knots. They will carry 360 passengers and cargo. The operation will be conducted by the Oceanic Steamship Company, owned by Matson, which dropped the Down Under trade with the coming of World War II.

The \$40,000,000 program, according to President Sevier of Matson, will:

Strengthen commercial and social ties between the United States, Antipodes-South Pacific Island communities, and Hawaii.

Stimulate commerce through West Coast ports.

Provide new employment for more than 500 American sea-going personnel.

Bring the United States merchant marine operating in the Pacific to "Standards closer to that of the pre-World War II era."

The three men who have sparked this revival of shipping in San Francisco have had distinctive careers in the American tradition.

Davies, a native of Cherrydale, Virginia, grew up in Fresno and San Francisco and California.

of the world - have been the of his operations ever since. began his years of work as for the Standard Oil Com-



RALPH K. DAVIES  
Board Chairman  
American President Lines

pany of California at Fresno in 1912. When he left that institution in 1946, he was senior vice president with a distinguished record as an executive both for the company and the nation in the role of Deputy Petroleum Administrator for the Petroleum Administration for War.

Since leaving Standard after his war work that won him the Presidential Medal for merit in recognition of distinguished war service, he has been president of the American Independent Oil Company, and half a dozen other associated firms. He was made chairman of American President Lines in 1952 after he participated in efforts to bring about "denationalization" of the company.

Davies' chief of staff, Killion, is

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a native of Colorado, former student at the University of Southern California and University of California, a newspaper man, and a shipping executive who merely used his training as a fact finder to surprise everyone as an able administrator.

Sevier, the head of Matson, might have been a successful labor leader if fate had not ruled that he would be an able opponent at the negotiating table with the Bridges and the Lundebergs.

He graduated from college with a degree in agriculture, served in the Navy during World War I and took a job as a \$80 a month dock checker while he decided what to do. By chance he got a fingerhold on the management ladder and climbed right to the top.

These companies, these three men, and their associates and stockholders, have embarked on this \$200,000,000 plus shipping program with the possibility they have ended the era of self-pity that has dominated San Francisco shipping interests since the waterfront workers concentrated their economic strength by unionization.

For too many years, the shipping industry of San Francisco indulged in weeping and wailing and breast beating because the "good old days" no longer prevailed. It's leaders wasted their energy in remembering something that was at least pleasant for them in retrospect; rather than meeting the challenge of changing times that are the hall mark of the Twentieth Century.

Davies may have summed up this philosophy of a new and forceful generation of San Francisco shipping men when he said:

"American President Lines recognizes the irony of this optimistic announcement at a time when Coast maritime labor dissension is daily sending more and more cargo from American ships to foreign flag ships and through other United States ports than those on our own Pacific Coast."

"However, the confidence that inspired our negotiations with the Maritime Administration for a long-range ship-replacement program also inspires the hope that the three basic elements—labor, management and the public—which make for a stable and successful economy will soon be working together in harmony for the good of all."

"The New Year dawns on the greatest potential era of prosperity in the history of the Pacific Coast."

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183 SIXTH ST. SAN FRANCISCO

## Henry Ford School

(Continued from Page 8)

School of Business, Stanford University; Vincent Claypool, Principal, Sequoia High School, Redwood City; Elinor V. Cogswell, Editorial Executive, Peninsula Newspapers, Inc. The stock is to be awarded in trust for the winner's child, to defray the cost of the youngster's higher education.

Stocks in the portfolio were personally contributed for their companies by ten leading industrialists of the San Francisco Bay Area: Frederic B. Whitman, president of Western Pacific; T. S. Petersen, president of Standard Oil Company of California; J. B. Black, president, Pacific Gas and Electric Company; Mr. Zellerbach; Adrian J. Falk, president of S & W Fine Foods; Ray Turnbull, western vice president of General Electric; Roy G. Luck, president of California Packing Corporation; Alden G. Roach, president, Columbia-Geneva Steel Division of the United States Steel Corporation; D. A. Rhoades, president, Kaiser Aluminum & Chemical Corporation; Lloyd A. Johnson, president, National Motor Bearing Company, Inc.

As Jackson was to point out during the dedication ceremonies (when introducing the dozen top business executives on the speakers' platform), this group of executives represent companies which annually contribute—voluntarily—millions of dollars to education in the form of grants, scholarships, fellowships, and gifts. He said, "They support education as a matter of enlightened self-interest, they fully recognize that the key to liberty is a well-informed society and that only well educated peopled people can maintain a healthy political and economic climate in which we all can prosper." School taxes, of course, account for millions more. "Moreover," he noted, "the gentlemen who have made this portfolio possible themselves have had inspirational careers in the Alger tradition."

The program from beginning to end replayed the fundamental themes—the honor and tribute being paid to private enterprise, the close industry-education relationship.

What they said:

Frederic B. Whitman, president of Western Pacific, speaker-of-the-day: "It is almost unbelievable that this is the first elementary school to be dedicated specifically to the comprehension of industry's contribution to the freedom and well-being of the American people. "It would be cumbersome to call it the 'Understanding of Industry's Contribution to American Life School.' What was needed was the name of a man who would personify that ideal. . . . The school board is to be congratulated for perceiving the real need for great-

er recognition of the role played by business in democracy and the importance of spreading understanding of the free enterprise system at the grass roots level."

Benson Ford, guest-of-honor, responded:

"It was one of my grandfather's strongest convictions — and one I share wholeheartedly — that education and industry should be strong working partners in the building of an increasingly better life for all of us . . .

"This occasion symbolizes for me the growing awareness and understanding among both educators and businessmen that they have a great many interests in common and that they can serve America better by working together."

District School Superintendent Andrew L. Spinas said:

"It is the responsibility of American schools to so teach that American children will have a well-founded understanding of the ideals, the accomplishments, and purposes which underlie the development of our country to its present position in the world. It is also the responsibility of American schools to so teach that those things which have made our country great may be perpetuated and thus assure the continuance of the leadership of the United States in the kind of living that assures the most personal freedom and the greatest opportunity for individual development that the world has ever known."

After the addresses, presentation of a portrait of the schools' namesake was made to Principal Ransom W. Rideout by Benson Ford, who also announced that his company would carry on the private enterprise essay contest in 1955 by awarding a \$500 scholarship grant.

The gathering concluded with a symbolic sowing of seed for the school lawn by five of the distinguished guests (Pratt, Whitman, Ford, Zellerbach, Falk) and a pub-

lic picnic catered by the newly-formed PTA, which ran short of hot dogs after serving more than 2,000.

Press reaction to the event was prompt and favorable. Wrote Piper of the News:

"This may seem like an ordinary event scarcely worthy of mention in the metropolitan press. But it is of extraordinary significance. . . . It is indeed fitting that the American free enterprise system should have at least one school named after an industrial leader."

Commented the San Francisco Chronicle editorially:

"We're glad to see the name of a great industrialist in the ranks of school namesakes. An industrial genius can be as socially creative — and as commendable an example to young people — as a scientist or a statesman. Recognition of this in naming schools is an appropriate way of showing maturity in America's attitude toward its business leaders."

The Seattle Post-Intelligencer observed:

"A fine idea . . . Sure, the idea is to sell the kids on the American idea, the American system. The Post-Intelligencer hopes that at least a few of our new Washington schools take up the pattern from Redwood City."

More than gratified by the success of the Ford School naming project, Jackson envisions a whole series of similar events taking place across the country. "There's no reason why a united, institutional public relations effort of this sort can't work for any community," he averred. "All that's needed is a little persistence and a long-range approach. The stakes — our children's minds, the reputation of business — are high. We can't do enough to assure that everyone understands how our kind of economy functions, and what it means in terms of prosperity and security for all."

## CHINESE KITCHEN

Mason & Pacific

San Francisco

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## Stuart N. Greenberg

(Continued from Page 11)

ities. He is known and respected by all.

When the Public Utilities Commission of the City and County of San Francisco wished to erect a suitable plaque at its International Airport honoring all those connected with the gigantic project, it found itself faced with a serious set-back. Although money had been allocated for the furnishing and setting of the plaque a technical difficulty precluded use of the funds.

The firm of M. Greenberg's Sons through its president, Stuart N. Greenberg, stepped into the picture. The plaque was offered to San Francisco without cost. Utilizing the comprehensive facilities of the company, the great plaque was cast and erected in its designated location at the International Airport. The dedication of this beautiful and artistic creation took place with the dedication of the airport itself. Stuart N. Greenberg was publicly thanked for his outstanding generosity and extolled before the thousands who crowded the terminal on the occasion.

In a letter to Mr. Greenberg, which we are happy to reproduce on this page, Mayor Elmer E. Robinson spoke for all San Franciscans when he wrote: "On behalf of all our citizens, and for myself personally as Mayor, permit me to extend official thanks to you in acknowledgment of your most generous action. It was a gift we shall always remember." — G.H.A.

The home of General Mariano Vallejo in Sonoma is called "Lachryma Montis" or "Tears of the Mountains," and contains many mementos of early California.

## Past Year Shows Greatest Growth for 80-Year-Old Franklin Savings and Loan Association

IN REACHING \$6,460,000 in assets at the end of 1954, Franklin Savings and Loan Assn., 80-year-old San Francisco institution, experienced its year of greatest growth.

Financial statement as of December 31, 1954, released by F. E. Rathjens, president, showed savings accounts aggregating \$5,442,000 as compared with \$4,038,000 on December 31, 1953.

Last March the association moved to ground-floor quarters on Market Street at Eighth. "The move to street level," commented G. Harold Melander, chief executive officer, "has worked out fully up to our expectations. Plans are in the making for accelerating the rate of growth we experienced in 1954."

## Permit Chief Retires After 33 Years' Service

Mrs. Anne T. McArdle, director of the bureau of licenses in the city tax collector's office, has retired after more than 33 years of service in city government.

She helped develop the city license ordinance which run the gamut from advertising vehicles to tattooing and vaudeville houses.

Tax Collector Walter R. Allen said it will be difficult to replace her.

"She has been responsible for the annual collection of \$600,000 in license fees, and her bureau has been well known to all license tax payers for its efficiency and courtesy," he said.

She plans to spend more time on her hobby—roses and begonias—at her home at 1853 - 23rd Ave.

## Women Now Head Both S. F. Court Divisions

For the first time in history both divisions of the San Francisco courts have a woman as presiding judge.

Judge Theresa Meikle has taken over as presiding judge of the Superior Court, succeeding Judge Milton Sapiro, while Judge Lenore Underwood succeeded Judge C. Harold Caulfield for the municipal courts.

Municipal Judge Ray Arata, traffic judge during recent months, has moved to the Hall of Justice to hear general cases. Municipal Judge Walter Carpeneti has taken over traffic court.

A. M. ONORATO

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## LETTERS TO THE EDITOR

OFFICE OF  
THE POLICE COMMISSION  
CITY AND COUNTY  
OF SAN FRANCISCO

Editor:

I want to express my personal thanks and the thanks of the San Francisco Police Department for the excellent co-operation given by you and your publication in making S-D Day promotion an outstanding success.

It has again been proved that when a strong group work together



J. WARNOCK WALSH  
Commissioner  
S. F. Police Department

in the public interest the job at hand will be done.

We are fortunate and should be proud of the accomplishment of the San Francisco Chapter of the National Safety Council, under the direction of Iver C. Larson, in its co-ordinating activity. Nearly one million pamphlets, leaflets, and posters prepared by local firms were distributed through this area by the Chapter. Hundreds of radio and TV spot announcements and a vast majority of the newspaper releases were prepared by the Chapter.

This activity will be continued throughout the Christmas-New Year holidays in an effort to further reduce the year-end accident toll.

The Safety Council has again proved that it is worthy of the support of local business and industry

and we of the police department hope you feel the same. Enforcement, without education, cannot hold the line against traffic tragedies.

Thank you again for your fine S-D Day support. We hope it will be continued so we can make 1955 our safest year in local traffic history.

## Bank of America

NATIONAL TRUST AND SAVINGS ASSOCIATION

### Condensed Statement of Condition December 31, 1954

(Figures of Overseas Branches are as of December 24, 1954)

#### RESOURCES

Cash and Due from Banks . . . . .	\$1,456,524,519.87
United States Government Securities and Securities Guaranteed by the Government . . . . .	2,414,191,925.87
Federal Agency Securities . . . . .	167,123,060.20
State, County, and Municipal Securities . . . . .	565 39,454.38
Other Securities . . . . .	124,637,926.86
Loans Guaranteed or Insured by the United States Government or its Agencies . . . . .	1,230,573,393.30
Other Loans and Discounts . . . . .	2,812,738,751.23
Bank Premises, Fixtures, etc. . . . .	74,421,807.25
Customers' Liability on Letters of Credit, etc. . . . .	275,838,505.00
Accrued Interest and Other Resources . . . . .	41,865,945.53
<b>TOTAL RESOURCES . . . . .</b>	<b>\$9,163,355,289.49</b>

#### LIABILITIES

Capital . . . . .	\$ 150,000,000.00
Surplus . . . . .	200,000,000.00
Undivided Profits and Reserves . . . . .	116,596,688.32
<b>TOTAL CAPITAL FUNDS . . . . .</b>	<b>\$ 466,596,688.32</b>
Reserve for Possible Loan Losses . . . . .	62,618,458.13
<b>DEPOSITS:</b> Demand . . . . .	\$4,192,260,317.72
Savings and Time . . . . .	4,078,274,433.42
Liability for Letters of Credit, etc. . . . .	278,554,052.21
Reserve for Interest, Taxes, etc. . . . .	85,051,339.69
<b>TOTAL LIABILITIES . . . . .</b>	<b>\$9,163,355,289.49</b>

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### Condensed Statement of Condition December 31, 1954

#### RESOURCES

Cash and Due from Banks . . . . .	\$ 55,982,847.06
United States Government Obligations . . . . .	29,285,414.50
Other Securities . . . . .	47,976.62
Loans and Discounts . . . . .	56,929,157.82
Customers' Liability on Letters of Credit, etc. . . . .	45,529,141.88
Accrued Interest and Other Resources . . . . .	631,796.18
<b>TOTAL RESOURCES . . . . .</b>	<b>\$188,406,334.06</b>

#### LIABILITIES

Capital . . . . .	\$10,000,000.00
Surplus . . . . .	3,000,000.00
Undivided Profits . . . . .	943,555.55
<b>TOTAL CAPITAL FUNDS . . . . .</b>	<b>\$ 13,943,555.55</b>
Reserve for Possible Loan Losses . . . . .	807,299.64
Deposits . . . . .	126,558,914.27
Liability for Letters of Credit, etc. . . . .	46,322,451.63
Reserve for Interest, Taxes, etc. . . . .	774,112.97
<b>TOTAL LIABILITIES . . . . .</b>	<b>\$188,406,334.06</b>

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Chairman, S-D Day for  
San Francisco

REDWOOD EMPIRE  
ASSOCIATION

Editor:

A nice Christmas present from you to Redwood Empire is the space devoted to photo reproduc-

tion and caption—1954-55 Executive Board Redwood Empire Association, in the December issue.

This is indeed appreciated. With kindest personal regards and wishing you and yours the best in 1955, I am

Sincerely yours,  
CLYDE EDMONDSON  
General Manager

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"WOMEN OF DISTINCTION"

This charming family group represents the distaff side of the household of Walter J. Brown, Publicity Director for the San Francisco Chamber of Commerce. As active in her artistic and domestic interests as her husband is in affairs of the business community, pretty Marion Brown still finds time to supervise her four lively daughters, fourteen-year-old Sonni, twelve-year-old Donna, Marita, aged six, and Nyia, almost two and a half. Their parents, and the Browns' host of friends as well, are justly proud of this personable quartette of future citizens, one of the happiest and most valuable contributions any family could make to any community. The City-County Record staff, which counts itself privileged to be numbered among their friends, is proud indeed to present them here.

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# CITY-COUNTY RECORD

VOL. 22 — No. 3  
MARCH, 1955

SUBSCRIPTION  
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OUR TWENTY-THIRD YEAR OF CONTINUOUS SERVICE

THE MAGAZINE OF GOOD GOVERNMENT



**DR. CHARLES A. ERTOLA.** *Supervisor  
City and County of San Francisco*

(See story on Page 6)

# CALIFORNIA TO 'THRIVE IN '55,' PG&E FORECASTS

The twelve months ahead will be "the year of opportunity" in California, according to the annual forecast of Pacific Gas and Electric Company which was made public recently.

Focused on the 46-county area served by PG&E, the "Outlook for 1955" is based on studies of the standard business trend indices and on individual field reports developed in communities throughout the company's system.

"California will continue to thrive in '55," the report states. "Her cities, towns and rural areas are growing at a pace visible everywhere. There is a new progressive spirit in California today. It is a youthful spirit with a fresh concept of living, modern as tomorrow in its desires and comforts..."

Supporting the forecast are predictions of the trends in population, building construction, appliance sales, commercial and industrial development, agriculture's technical improvements, PG&E power sales to industry and the Company's construction program. Here are some of the highlights:

**POPULATION**—Total residents in the 46-county PG&E service area are expected to reach 5,962,000 by the end of 1955—a gain of 155,000 and an increase of 2.7 per cent. More residents over 65 years of age, and more under 20 years of age—90 per thousand over 65 (up from 86 in 1950) and 341 per thousand under 20 (up from 312 in 1950).

**NEW BUILDING**—An estimated 63,600 new single family homes predicted for the 46 counties during 1955, exceeded only by 1951's 65,960 and the 64,450 built in 1950. Of the predicted total, 35,500, or 57.5 per cent of the overall, expected in the nine Bay Area counties. "Re-development, sound engineering studies, coordinated area transit systems, freeways and one-way streets are among the measures and programs of modernization of downtown areas. But, in the meantime, people are moving out to the suburbs at an unprecedented rate."

**APPLIANCE SALES**—New homes and modernization of existing dwellings expected to be factors contributing to 48 per cent gain in 1954 home and refrigerator sales to continue strong. Clothes dryers to increase 17 per cent, room air-conditioners to show sharp upturn. More homes to install second television sets.

**AGRICULTURE**—Increasing state and national populations will demand more products of the soil.

# When the lights go blinkety-blink..



## it's probably a sign of inadequate wiring!

There you are with the lights on bright—until somebody turns on an appliance. Suddenly, the lights do a quick flicker! This annoyance happens in four out of five homes. Because today's house has more lighting, more appliances than the wiring can provide with adequate current. (This is true even in new homes!) To get full power from the lighting and appliances you have now—or plan to add later—why not see a qualified electrical contractor about adequate wiring for your house? New wiring as well as appliances can be financed on easy bank terms. If you're building, ask for a "Certificate of Adequate Wiring"—proof of a first-class job.

*Electricity is cheap in California!*

**P-G-E**

*Pacific Gas and Electric Company*

*\*For a list of qualified electric contractors in your community, write the Northern California Electrical Bureau, 1355 Market Street, San Francisco 3*

112-W-255

California still has several million acres in dry farming, mostly in PG&E territory, and when transferred to irrigation their production income will increase from \$30 an acre, the present average, to an average of \$280. California's cash farm income in 1955 should top two billion dollars for the tenth consecutive year. Sprinkler irrigation, electric haydriers, dairy

water heaters and electric-powered mechanical livestock feeding are expected to record increases.

**PG&E POWER SALES**—Firmness will continue in sales to the basic food and beverage industry. Increases are expected in sales to chemicals, oil refineries, metal plants and lumber mills, and new highs in power demands are anticipated for cement, glass and

tile factories. Modernized lighting for schools, streets, stores and industrial plants will be among other growth of business factors.

**PG&E CONSTRUCTION**—Gas and electric construction investment since 1945, the largest utility company expansion program in the nation, will pass the \$1.5 billion mark. The coming year will (Continued on Page 3)

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William Flynn—Record Biographies; Whit Henry—Around and About

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"WE'LL CALL A SPADE, A SPADE"

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MARCH, 1955

## Pacific Gas & Electric Co.

(Continued from Page 2)

see completion of the Pit 4 hydro-electric project and the first unit of the Morro Bay Steam Plant. These will add 234,000 kilowatts to the system's capacity which, at the end of 1954, stands at 3,997,600 kilowatts for the 69 plants in operation.

A stable pattern in economic activity is the national business outlook for next year, says the PG&E, adding that the California outlook "visualizes continuing growth and the prosperity and business opportunity that come with it."

## How well do you know San Francisco?



**E**ven most lifelong residents of the Bay Area haven't visited all the famous landmarks that have made San Francisco beloved the world over. If you're a stranger, a Gray Line tour is a must; if you're a native, you'll still find a tour exciting, informative, entertaining. Be sure to tell visiting friends: Take a Gray Line tour of San Francisco. Hundreds of thousands do—every year and say, "There's nothing like it!"

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## Women of Distinction

BETTY DROIT, Bi-Lingual Secretary  
American Embassy, Saigon, Vietnam

(By RECORD STAFF WRITER)

**WHAT** does it take to be a woman of distinction? Certainly not years, or Betty Droit would never qualify. Yet no one, looking at this alert, fresh-faced young girl, with her brown curls and deep-fringed blue eyes, could deny that there is something about her that sets her apart. Pretty girls abound, and so do good secretaries, but it takes more to become a political secretary in an important post such as the American Embassy in Buenos Aires.

Betty has just come back, after three years there. And anyone who has followed the course of world events during that period knows that many of them took place in Argentina. When she arrived, late in 1951, Peron was well established as Dictator, but it was felt that much of his power depended on the strong will and compelling personality of his wife, Eva. Citizens of the United States were extremely unpopular, as Argentines resented bitterly what they considered the meddling of our government in their internal affairs. If anyone, hearing you speaking in the street, asked if you were English, you said "Yes," right away, Betty reports. It saved unpleasantness.

### AMERICANS LIKED

It isn't quite that way now, for the Eisenhower Administration and our present Ambassador are well liked. Nor is Betty Droit the same as on that November day when, young, alone, and speaking almost no Spanish, she arrived in the largest capital in South America.

How did it all come about? To hear her talk, you might think it could happen to anyone who wanted to travel. But the record shows that she had distinguished herself to some extent before she even ventured on what promises to be an outstanding career.

She was born here in San Francisco, the daughter of C. L. Droit, now Secretary of the Western Pacific Railroad Company. She attended schools here, with a period at both Lowell and George Washington High Schools. She finished in Palo Alto, and went on to Stanford, where she graduated, as Phi Beta Kappa, in 1942. The war was going on, and Betty was not the sort to shirk duty. She joined the WAVES, and in an eventful three years was posted mostly at the Brooklyn Navy Yard, which was about as far from the Wave from San Francisco as could go.

When it was over, she came home, and held three progressively responsible secretarial jobs, with a local publisher, a national publish-

mer, late November. In spite of the strangeness of everything, the confusions of a new job and finding a place to live, she was so interested in it all that she began to enjoy herself right away.

She and a fellow-secretary were soon established in an apartment on the top floor of the 28-story Kavanagh Building, the highest in the city. They had a breath-taking view, and a devoted little Argentine maid who took wonderful care of them—shopped, cooked and even made some of their clothes. This was a big help, Betty says, as

them, and would shut all the windows on the warmest nights.) The girls, however, often spent their week-ends at an estancia about a two-hour drive away, where they rested and swam, and lived briefly amid the ponderous splendors of Spanish-Colonial days.

But events of today did not escape Betty Droit. She was in Buenos Aires that July night of 1952, when the United States Information Services offices were bombed, almost creating an incident. In that same month Eva Peron died, a dramatic moment of deep tragic import to the many thousands who idolized her. Since her death was expected, for three days beforehand, Betty reports, it was impossible to buy any flowers in the city—all were being saved for the beloved Evita.

### MOURNING CROWDS

When at last she lay in state in the Ministry of Labor Building, the mourning crowds were so great it was almost impossible to get inside. But Betty Droit accomplished it, one of the first Embassy secretaries who did. The overpowering scent of flowers, the hysterical outbursts, the extraordinary beauty of the dead woman—all made up an unforgettable experience.

She also remembers vividly the evening in September, 1953, when she met Dictator Juan Peron. It was during the visit of Dr. Milton Eisenhower to Buenos Aires—a good will tour which did much to promote more cordial relations between Argentina and the United States. Peron, Betty reports, was both friendly and charming, so much so that one can well understand his continuing hold on his people.

The experience she is least likely to forget, however, is the motor trip across the Andes in late May, 1953—winter in the Argentine. Her friend and fellow secretary, Barbara Rice, decided to drive Barbara's visiting parents from Buenos Aires to Valparaiso, where they were to board a Grace Line steamer, and Betty and Barbara's brother went along.

### ARGENTINE PAMPAS

They drove all one day across the flat Argentine pampas. On the second day, near Mendoza, they began to sight the stupendous, snow-bound Andes, and it was in the Andes, both going and returning, that numerous adventures befell them. The highest part of the road was blocked with snow, so they had to load the car on a local freight train, and themselves ride in the caboose with the train crew, in order to keep warm.

The men talked politics, with ominous references to foreign imperialism, while the unlighted caboose jerked through dark tunnels, and Betty by that time knew

(Continued on next page)



A WOMAN OF DISTINCTION

er, and the San Francisco Chamber of Commerce. All the time, however, the idea of seeing more of the world she worked in was at the back of her mind.

It was through a radio announcement that she heard about opportunities for secretaries in the State Department. The examinations are by no means simple, as everyone knows, but Betty Droit passed them with ease, and was soon on her way to Washington for briefing. She reached Buenos Aires at the height of the Argentine sum-

mer, late November. In spite of the strangeness of everything, the confusions of a new job and finding a place to live, she was so interested in it all that she began to enjoy herself right away.

The food was excellent, good fruits and vegetables and wonderful meat. But one soon learns not to eat as the Argentines do, a tremendous midday meal, often with steak, when one is keeping North American, not Argentine working hours.

To offset its advantages, the apartment leaked freely when it rained, and in summer harbored bats. (The maid was ashamed of

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**WOMAN OF DISTINCTION**  
(Continued from Page 4)

enough Spanish to understand them. But as soon as the train came out into the light again, they were as friendly as ever, apparently quite willing to like the "foreigners" as individuals.

Then there was trouble with papers at the border, but once in democratic Chile, the atmosphere of freedom made itself felt. They luxuriated in hot baths at a modern hotel in Santiago, and reached Valparaiso—but just—in time for the elder Rices to catch their ship.

The return trip, for the three young people, was as eventful, including a hair-raising descent of the mountains at night, when the car's lights failed. It all took about a week; in Betty's own words, "one of those things you wouldn't do a second time, but wouldn't have missed for anything."

And she will not miss anything, one feels, in her present assignment, which takes her to Saigon, Indo China. If anyone is equipped to do a good job for the United States in that troubled part of the world, it is surely Betty Drott. We, together with her many warm friends, wish her a safe journey, and a happy tour of duty in the new post to which she is looking forward so eagerly.

**W. B. Gribble, Export Manager, W. P. Fuller & Co.,  
Heads 1955 World Trade Week and Festival**

W. B. Gribble, Export Manager, W. P. Fuller & Co., has been named Chairman of the 1955 World Trade Week to be sponsored by the San Francisco Chamber of Commerce and its World Trade Association as part of the Annual Golden Gate Trade and Maritime Festival, May 22 to 28.

The program will be coordinated with maritime and harbor activities and commerce constitute our greatest assets and offer new opportunities to enlarge our standing as the international capital on the fringe of the Pacific," Mr. Gribble said.

**World Trade Center  
Contract Awarded**

The Board of State Harbor Commissioners awarded a contract on February 1, 1955, to a San Francisco firm for major remodeling of the Ferry Building to house a world trade center that will be unique in the western U. S.

An adjusted bid of \$1,709,916, submitted by Swinton and Walberg, was accepted by the harbor commissioners. Work on the new Center is making rapid progress, Board officials said. The contract calls for completion of the project in 380 calendar days.

The Harbor Board is coordinating its plans for the project with the World Trade Center Authority, a State agency established in 1946 to help develop an international mart for the Pacific Coast.

Award of the contract marks the turning point in plans for an international trade mart that will rank as the only center on the West Coast operated expressly for traders, shippers, and agencies engaged in foreign commerce.

The Center will have three floors encompassing more than 150,000 square feet of highly modern facilities for offices, display halls, conference rooms, communications and banking facilities, consular and government services, and shops and restaurants.

Leland W. Cutler, President of the Authority, has opened an office in the Ferry Building.

In 1853 the signal station on Telegraph Hill in San Francisco built to announce incoming vessels, was replaced by a telegraph line.



**W. B. GRIBBLE**  
Export Manager, W. P. Fuller Company, selected as Chairman of 1955 World Trade Week

ties arranged by the Propeller Club (Port of San Francisco), the Marine Committee of the Junior Chamber of Commerce, and the Board of State Harbor Commissioners.

"Expanding San Francisco's world commerce will be the general theme of this year's observance," announced Mr. Gribble. "Our business firms and shipping interests have tremendous opportunities to expand present business and our program this year will point up these opportunities to our business leaders. And at the same time we will endeavor to demonstrate to every citizen in San Francisco that

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# Dr. Charles Alfred Ertola

## Supervisor

### City and County of San Francisco

By WILLIAM FLYNN, Record Staff Writer

**D**OCTOR CHARLES ALFRED ERTOLA has been working for the benefit of San Francisco more years than he cares to remember. Now, for the first time, he is getting paid a fraction of what he is worth.

This payment is his \$200 a month salary as a member of the Board of Supervisors. Considering the fact that he is one of eleven directors of a multi-million dollar corporation that has more than 20,000 employees and provides services for more than a million people daily, he is somewhat underpaid, to coin something of an understatement.

So are the other members of the Board of Supervisors. But there is no scarcity of candidates for the jobs and some of the incumbents hang onto them with a grim determination that is sometimes frustrating to the contenders who would knock off the champs.

#### MATTER OF OPINION

Just why is a matter between the individual and his God—and a matter of opinion as far as others are concerned.

The title of "Supervisors" is not a passport to the most select social circles. This was a plainly evident fact when the Shah and Empress of Iran held a little private reception before their appearances at a formal dinner for the face cards of San Francisco during their recent visit.

The only city official, past or present, who was present was Roger Dearborn Lapham, former Mayor of San Francisco. But there always was a question of whether Lapham was a politician and that may be the reason he qualified to take his place in the group received by their Majesties.

#### SUPERVISOR'S JOB

Nor does the office of Supervisor automatically guarantee the lucky individual all the good things of life including material wealth. In fact, the Supervisor has to work twice as hard at his individual trade or profession than he would normally so he can pay the bills involved in such genuine necessities as campaigning, every four years.

So there must be one reason that makes sense to only the individuals who are Supervisors—

They can undergo the continual boring burden of legislating for a



DR. CHARLES A. ERTOLA  
San Francisco Supervisor

dis-interested population because it gives them a sense of power. But a "sense" of power is about all they have for there is probably no more helpless individual than a member of the current Board of Supervisors of San Francisco. He just can't get anything done, as the history of the so-called "Do It Now Committee" reveals.

But there is another reason that may be the cause of it all. That is a sense of civic responsibility and a sincere desire to be of service although they know the effort largely will be un-rewarded.

At least that appears to be the motive that inspired Dr. Ertola, a dentist by profession, to accept appointment to the Board of Supervisors after the death of the veteran member, Dewey Mead.

When he accepted the appointment from Mayor Elmer E. Robinson, Dr. Ertola made only one promise. That was to run for election next November.

When campaign time comes around, Dr. Ertola, one of the civic stalwarts of the North Beach District that has no end of influence in San Francisco political circles, will be doing a switch.

For a number of years he has been shoulder deep in politics but always as a campaign manager or adviser to individuals who were offering themselves to the people as win or lose candidates. This time he will be doing more than advising—he will be counting the votes with a personal interest.

#### ATTRACT ATTENTION

Just how much attention his candidacy will attract is something else again. While there probably will be a record number of candidates seeking a record number of offices because of the recent surge of appointments, the Supervisors' race will be really only a secondary act in the big November municipal political show.

The next to closing act will be the race for Mayor.

One of the stars seeking the top reading on the applause meter will be Supervisor George Christopher. The official campaign activities, from Labor Day until the night before election, will be the climax of ten years of trying on his part. He knows it is the "pay off" year. If he loses this time, he is more than likely finished. If he wins, there is quite a future before him.

#### DIFFICULT TEST

But regardless of who is franchised as the "Man to Beat Christopher" it will be something of a knock down and drag out race.

At least that is the opinion of Dr. Ertola, a beginner on the Board of Supervisor but an experienced and qualified man of politics on the local level.

For more than a generation, this short, slight, dapper, energetic man has been devoting more time to public service than he has to pulling and filing teeth.

Dr. Charles Alfred Ertola was born in San Francisco, atop Telegraph Hill, on January 8, 1894, the son of Andrew and Louise Ertola.

He was about four when his father sold the family real estate on the Hill, much to the good Doc-

tor's current regret, real estate values with a view being what they are, and moved his brood to the flatlands.

Dr. Ertola was educated at the Garfield Primary School, the Washington Grammar School, the Mission High School. He received his professional training at the College of Physicians and Surgeons, being graduated in 1921. He was a member of the faculty for a year, served as superintendent of the clinic, and opened his own office at 253 Columbus Avenue, in 1922. He still maintains offices at the same address.

During his years of academic training, he took time out to serve in the Navy during World War II as a corpsman. In 1925 he married Marie Ferro. Of the union were born two sons, Jack, an attorney, and Chad, now serving as a member of the Armed forces. The family home is at 775 Francisco Street.

During the years, Dr. Ertola has devoted a major portion of his leisure time to trying to make things better for a greater number of persons. He concentrated for a number of years on the affairs of Legion activities.

A charter member of the Galileo Post, he served as Commander. Then he branched out into the activities of the Seventh District, served as commander. As the habit of commanding became established, he directed and admin-

(Continued on next page)

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## DR. CHARLES ALFRED ERTOLA

(Continued from Page 6)

istered the destinies of the San Francisco county council. He broke into the ranks of civic officials as a member of the Board of Trustees of the War Memorial and also served as chairman of the War Memorial Commission.

### SELECTIVE SERVICE

And as a switch on his Legion work, he became a draft board member when the Selective Service Act was put into effect.

As though the Legion activities were not sufficient to exhaust his energy, he worked his way up to president of the Columbus Civic Club, and the North Beach Merchants and Boosters Club. In addition, he found time to drive across the Golden Gate Bridge at regular intervals to participate in long sessions at San Quentin Prison as a member of the group that had an influential advisory interest in the institution's educational program.

And he also was an active member of the Native Sons of the Golden West.

On the hobby side, Dr. Ertola is something of a surprise. Before he was old enough to consider the consequences of anyone his weight, about 125 pounds, trying to do such things, he was a baseball player, a basketball player, and an Olympic Club boxer. Now he prefers spectators sports.

"Just about any sport," he says.

### ATHLETIC MANNER

He still moves about a bit nervously when he is talking, with the springy step of a muscularly co-ordinated individual who has natural skills at athletics.

Dr. Ertola came into his own as a public servant when he was elected chairman of the 1954 Grand Jury, a job he resigned with but two weeks of him term to go to accept appointment to the Board of Supervisors.

As foreman of the county grand jury, he had the chance to learn considerable about every city department, it's operation, and the quality and caliber of its personnel, from clerks to top-ranking administrators.

As the result of these investigations he has learned several things.

He has decided that the basic need of San Francisco is a five cent fare.

He has concluded that the city owns too much land and that a goodly portion of the municipally owned real property should be returned to private ownership so that taxes could be collected.

He is convinced that San Francisco should build a new court house and remove the courts from their currently congested quarters in the City Hall and Hall of Justice.

He also would support any reasonable proposal for municipal construction to give the various city departments adequate quarters.

He dreams of—but knows it is impossible of achievement—of underpasses and overpasses at every major intersection in town to permit the speed of vehicular traffic.

He also would like to see a new library building in the North Beach district. "I've been trying to get one for the district for twenty years," he says, "and now I'm on the Board, I think I will." It could be that he might apply a little pressure when the Library Commission's budget comes up for consideration by the Board of Supervisors.

Dr. Ertola is not fearful of discussing two subjects that sometimes cause certain individuals to see red.

### REDUCE TAXES

He is convinced that ways and means should be found to reduce the property tax rate by establishing new taxes. The sales tax is one of these that already has been put into effect. Discussing the problem, Dr. Ertola leaves the impression that he would not hesitate to vote for an increase in the current one-half of one per cent levy.

He thinks also that the city should establish an official committee whose function would be to go out and see that tidelands are re-claimed so industry could find new building and payroll sites within the geographical limits of San Francisco.

The committee that he suggests would be made up of five experienced, qualified civic leaders who would serve without pay. They would be aided and abetted by a municipally paid executive secretary and a clerk and stenographer or two.

This would require the spending of some city money that would be raised through new taxes which might even include a municipal income tax that would take money from not only the citizens of San Francisco but also from the commuters who sleep out of town with almost unbroken regularity.

The commuters would be unhappy about such an assessment but that would not cause Dr. Ertola to lose sleep at night.

The other subject that he will discuss and which would strike sparks if he discussed it in public is the annexation of San Mateo County by San Francisco.

Dr. Ertola does not have any specific ideas about the operation of San Francisco's utilities. He is firmly convinced, however, that the administrators of the utilities are first class men. There may be those on the Board who do not

(Continued on Page 13)

# CITY AND COUNTY OF SAN FRANCISCO

ELMER E. ROBINSON, MAYOR

## Directory of City and County Officers

### ELECTIVE OFFICERS

\*Indicates vacancy

**MAYOR**  
200 City Hall, Z. 2, MA 1-0161  
**ELMER E. ROBINSON, Mayor**.....1955  
JOHN J. DOLAN, Executive Secretary  
GEORGE GIBBS, Administrative Assistant  
VIRGIL L. ELLIOTT, Confidential Secretary  
JOHN D. SULLIVAN, Public Service Director

### SUPERVISORS, BOARD OF

235 City Hall, Z. 2, HE 1-1211  
**GEORGE CHRISTOPHER, President**, 175 Russ St., Z. 3,  
UN 1-577; Res. 2591-25th Ave., Z. 21, OV 1-5673

BYRON ARNOLD, 105 Montgomery St., Z. 4, Res 150  
Brentwood Ave., Z. 12, DE 3-0952.

WILLIAM C. BLAKE Triple A Machine Shop, Inc.,  
Box 54

MATTHEW C. CARBERY, Calif. Academy of Sciences,  
Golden Gate Park, Res. 1842 - 34th Ave., Z. 22,  
NY 4-5400

HAROLD S. DOBBS, 311 California St., Z. 4, GA 1-  
4600; Res. 355 Rossmore Drive, Z. 27, DE 4-1341.

DR. CHARLES A. ERTOLA, 255 Columbus Avenue  
DA 2-0455

JOHN J. FERDIN, 153 Montgomery St., Z. 4, GA 1-  
5708; Res. 2 Parker Ave., Z. 18, SK 1-1971

JAMES LEO HALEY, 948 Phelan Bldg., Z. 2, GA 1-  
3704, PL 2-5727; Res. 22 Seaford Ave., Z. 21, BA 1-2245

J. EUGENE MCATEER, 206 Jefferson St., Z. 23,  
FR 5-4077; Res. 150 Santa Ana Ave., Z. 27, LO 4-2454

FRANCIS J. MCARTY, 220 Montgomery St., EX. 2-  
3475, Z. 4; Res. 3234 Divisadero St., FI 6-6902, Z. 23.

MRS. CLARISSA SHORTALL McMAHON, 703 Mark-  
et St., Z. 3, YU 6-4643; Res. 1849 - 28th Ave., Z. 22,  
SE 1-1532.

JOHN R. McGRATH, Chief of the Board, HE 1-  
2121, ET 244  
PHILIP G. ENGLER, Acting Chief Assistant Clerk,  
HE 1-2121, ET 385

### STANDING COMMITTEES

JOHN R. McGRATH is Chairman of the Committee on  
COMMERCIAL AND INDUSTRIAL DEVELOPMENT—  
Carberry, Arnold, McAtcar. Meets at call of the Chair.

COUNTY, STATE AND NATIONAL AFFAIRS—Haley,  
Ferdin, Ertola. Meets 2nd and 4th Thursday, 3:30 p.m.

EDUCATION, PARKS AND RECREATION—McAtcar, Ar-  
nold, McMahon. Meets at call of the Chair

FINANCE, REVENUE AND TAXATION—Arnold, Dobbs,  
McCart. Meets every Wednesday, 3:00 p.m.

JUDICIARY, LEGISLATIVE AND CIVIL SERVICE—  
Ferdin, Haley, McMahon. Meets 1st and 3rd Thursday,  
3:30 p.m.

POLICE—Blaize, Blake, Ferdin. Meets 3rd Wednesday, 4 p.m.

PUBLIC BUILDINGS, LANDS AND CITY PLANNING—  
Dobbs, Blake, McAtcar. Meets 1st Thursday, 3:10 p.m.

PUBLIC HEALTH AND WELFARE—McMahon, Carberry,  
McCart. Meets 2nd Wednesday, 3:30 p.m.

PUBLIC UTILITIES—McCart, Carberry, McAtcar. Meets  
1st Wednesday, 3:30 p.m.

STREETS AND HIGHWAYS—Blake, Haley, Ertola. Meets  
2nd and 4th Thursday, 2:00 p.m.

RULES—Chapin, Ertola, Dobbs, Ertola. Meets at call of the  
Chair

ASSESSOR—JOHN R. McGRATH, 101 City Hall, Z. 2,  
KL 2-11

DISTRICT ATTORNEY—THOMAS C. KLINE, 101 City Hall, Z. 21,  
DO 2-2838

CITY ATTORNEY—DION R. HOLM, 101 City Hall, Z. 2, HE 1-1522

PUBLIC DEFENDER—EDWARD T. MANCINI, 101 City Hall, Z. 2, HE 1-1535

SHERIFF—DAN GALLAGHER, 331 City Hall, Z. 2, HE 1-1511

TREASURER—JOHN J. GOODWIN, 110 City Hall, Z. 2, HE 1-2121

### COURTS

#### SUPERIOR COURT JUDGES—UN. 1-8552

THERESA MEIKLE, Presiding  
MELVYN I. CRONIN  
ESTELLE CULLINAN, JR.  
FRANK T. DEASY  
PRESTON DEVINE  
TIMOTHY I. FITZPATRICK  
THOMAS M. FOLEY  
I. HARRIS  
ROBERT McWILLIAMS  
TWIN MICHLESEN  
JOHN B. MOLNAR  
EDWARD MOLKENBUHR

JOSEPH M. CUMMINS, Secretary  
480 City Hall, Z. 2, UN 1-8552

#### MUNICIPAL COURT JUDGES—KL. 2-3008

LENORE D. UNDERWOOD, Presiding  
CARL H. ALLEN  
RAYMOND I. ARATA  
WALTER CARPENETI  
HAROLD CAULFIELD  
CHARLES S. PETER  
LEO A. CUNNINGHAM  
IVAN L. SLAVICH, Clerk and Secretary,  
301 City Hall, Z. 2, KL 2-3008

A. C. McCHESNEY, Jury Commissioner,  
305 City Hall, Z. 2

TRAFFIC FINES BUREAU, 164 City Hall, Z. 2, KL 2-3008  
JAMES M. CANNON, Chief Division Clerk

#### GRAND JURY

457 City Hall, Z. 2, UN 1-8552  
Meets Monday at 9:00 P.M.  
WILLIAM H. DAVIS, Foreman  
MRS. BERTHA MAGNUS, Secretary  
DAVID F. SUPPLE, Consultant-Statistician

#### ADULT PROBATION DEPARTMENT

550 Montgomery St., Z. 11, YU 6-2950  
JOHN D. KAVANAUGH, Chief Adult Probation Officer

#### Juvenile Probation Committee

Meets at call of Chairman and 2nd Thursday each month  
KENDRICK VAUGHAN, Chairman, 60 Sansome St., Z. 4  
MAURICE MOSKOWITZ, Secretary, 2900 Lake St., Z. 21  
REV. MATTHEW F. CONNELLEY, 149 Fremont St., Z. 5  
RAYMOND BLOSSER, 607 Mondragon Bldg., Z. 5  
FRANK C. JONES, 628 Hayes St., Z. 2  
ROBERT A. PEARBODY, 456 Post St., Z. 2  
FRANK RATTIO, 526 California St., Z. 4

#### YOUTH GUIDANCE CENTER

375 Woodside Ave., Z. 16, SE 1-5740  
PHILIP G. GREEN, Chief Juvenile Probation Officer

#### Juvenile Probation Committee

Meets at call of Chairman  
MERIEL E. COOLEY, Chairman, 1100 Sacramento St., Z. 8  
MRS. FRED W. BLOCH, Secretary, 1712 Jackson, Z. 18  
ROY N. BUELL, 445 Bush St., Z. 3  
REV. JOHN A. COLLINS, 420 - 29th Ave., Z. 21  
JACK GOLDBERG, 109 Golden Gate Ave., Z. 2  
MRS. EDGAR H. LION, 2790 Gen. St., Z. 23, WA 1-0363  
JAMES S. KEARNEY, 1871 - 14th Ave., Z. 22  
MRS. EYRE MADISON, 2830 Valley St., Z. 23, FI 6-1222  
REV. JAMES M. MURRAY, 1825 Mission St., Z. 3

CHIEF ADMINISTRATIVE OFFICER  
289 City Hall, Z. 2, HE 1-1211  
THOMAS A. BROOKS  
BEN G. KLINE, Executive Secretary  
MARIAN T. FETT, Confidential Secretary

CONTROLLER  
109 City Hall, Z. 2, HE 1-1211  
HARRY D. ROSS  
WREN MIDDLEBROOK, Chief Assistant Controller

LEGISLATIVE REPRESENTATIVE, FEDERAL  
MARVIN E. LEWIS, 703 Market St., EX 2-4247.

LEGISLATIVE REPRESENTATIVE, STATE  
DONALD W. CLARY  
223 City Hall, Z. 2, MA 1-0161 and HE 1-1211  
Hotel Senator, Sacramento 17 (during session)

### OFFICERS APPOINTED BY MAYOR

CHIEF ADMINISTRATIVE OFFICER  
289 City Hall, Z. 2, HE 1-1211  
THOMAS A. BROOKS  
BEN G. KLINE, Executive Secretary  
MARIAN T. FETT, Confidential Secretary

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DONALD W. CLARY  
223 City Hall, Z. 2, MA 1-0161 and HE 1-1211  
Hotel Senator, Sacramento 17 (during session)

### DEPARTMENTS UNDER THE MAYOR

#### ART COMMISSION

100 Larkin St., Z. 2, HE 1-2121  
Meets first Monday of each month at 3:00 P.M.  
HAROLD D. ZELLERBACH, President, 334 Battery St., Z. 11  
JOHN K. HAGOPIAN, Vice President, Milla Tower, Z. 4  
WILLIAM S. ALLEN, 461 Bush St., Z. 3  
DOUGLAS BAYLES, 6 Gertrude Alley, Z. 9  
CHARLES H. KENNEDY, 230 Jones St., Z. 8  
OSCAR LEWIS, 2740 Union St., Z. 23  
MRS. ALICE G. POYNER, 1845 Franklin St., Z. 9  
GEORGE T. ROCKRISSE, 524 Sacramento St., Z. 11, EX. 574  
ANTONIO SOTOMAYOR, 10 The Roy Place, Z. 9  
GORDON G. WOODS, 611 Wisconsin, Z. 7.

Mayor  
President, Calif. Palace Legion of Honor  
President, City Planning Commission  
President, de Young Museum  
President, Public Library Commission  
President, Recreation and Park Commission

JOSEPH H. DYER, JR., Secretary

#### CITY PLANNING COMMISSION

100 Larkin St., Z. 2, HE 1-2121  
Meets first and third Thursdays each month at 2:30 P.M.  
ERNEST E. WILLIAMS, Pres., 2125 - 15th Ave., Z. 16  
MRS. EUGENE M. PRINCE, V. Pres., 1411 Pacific Ave., 18  
MICHAEL J. BUCKLEY, 311 California St., Z. 8  
WILLIAM D. KIRKPATRICK, 160 Montgomery St., Z. 4  
ELMER J. TOWLE, 1519 Howard St., Z. 3

JOSEPH H. DYER, JR., Secretary

THOMAS A. BROOKS, Chief Administrative Officer  
JAMES H. TURNER, Manager of Utilities  
PAUL OFFERMANN, Director of Planning  
JOSEPH MIGNOLA, Secretary

#### CIVIL SERVICE COMMISSION

151 City Hall, Z. 2, HE 1-2121  
Meets every Wednesday at 4:00 P.M.

FRANCIS P. WALSH, President, 68 Post St., Z. 4  
WM. A. LAHANIER, 2 Pine St., Z. 1, YU 6-0968  
CHARLES T. McGRATH, 26 O'Farrell St., Z. 4  
WM. L. HENDERSON, Sec. and Personnel Dir.

#### DISASTER CORPS

45 Hyde St., Z. 2, UN 1-6140  
MAYOR ELMER E. ROBINSON, Commander  
CHIEF ADM. OFFICER THOMAS A. BROOKS, Vice-Com.  
REAR ADM. OFFICER A. C. DIRECTOR  
ALEX C. McCAUSLAND, Public Information Officer

#### EDUCATION, BOARD OF

135 Van Ness Ave., Z. 3, A-4680  
Meets first and third Tuesdays at 7:30 P.M.

MRS. GEORGE A. HINDLEY, President, 29 Serrano Dr.  
MRS. CLARENCE H. HENDRICKS, 1551 Filbert St., Z. 3  
CHARLES J. FOEHN, 231 Valencia St., Z. 3  
BERT LEVIT, 465 California St., Z. 4  
JOHN C. LEVINSON, 111 Bedford St., Z. 3  
CHARLES C. TROWBRIDGE, Jr., 155 Sansome St., Z. 4  
ADOLFO DE LUROSTE, 512 Van Ness Ave., Z. 2  
DR. HERBERT CLISH, Supt. of Schools and Secretary

#### FIRE COMMISSION

2 City Hall, Z. 2, HE 1-2121  
Meets every Wednesday at 4:00 P.M.

MAX SOBEL, President, 244 Second St.  
THOMAS I. RIORDAN, 785 Market St., Z. 3  
LEO H. SHAPIRO, 68 Post St., Z. 4

FRANK P. KELLY, Chief of Department  
CARL F. KRUGER, Chief, Division of Fire Prevention  
and Investigation  
THOMAS W. McARTHY, Secretary

#### HOUSING AUTHORITY

440 Turk St., Z. 2 OR 1-5801  
Meets first and third Thursdays at 10:00 A.M.

E. N. AYER, Chairman, 801 California St., Z. 4  
CHARLES J. JUNG, 627 Washington St., Z. 11  
AL F. MAILLOUX, 200 Guerrero St., Z. 3  
L. L. HAYWARD, 40 Serrano St., Z. 2  
LOYD E. WILSON, 25 Van Ness Ave., Z. 2  
JOHN W. BEARD, Executive Director

#### PARKING AUTHORITY

500 Golden Gate Ave., Z. 2, PR. 6-1565  
Meets second Wednesday each month at 7:30 P.M.  
Room 228, City Hall

RANDOLPH HALE, Chairman, 1560 Montgomery St., Apt.  
10, Z. 11  
DAVID THOMSON, 65 Berry St., Z. 2  
WALTER H. HARRIS, JR., 1000 California St., Z. 11  
ALBERT H. JACOBS, 2903 Lake St., Z. 2  
HAROLD A. BERLINER, 136 Mississippi, Z. 10

VINCENT T. FISHER, General Manager  
THOMAS J. O'TOOLE, Secretary

## PERMIT APPEALS, BOARD OF

227 City Hall, Z.2, HE. 1-2121

Meets every Wednesday at 2:00 P.M.

JOHN F. HENNING, President, 995 Market St., Z. 3  
 FRED G. AINSIE, 1346 Polk, Z. 9  
 PAUL O'DOWD, 450 City Hall, Z. 2  
 ERNEST L. WEST, 265 Montgomery St., Z. 4  
 J. EDWIN MATTOX, Secretary  
 JEREMIAH J. MULVILL, 1675 Howard St., Z. 3

## POLICE COMMISSION

Hall of Justice, Z.8, SU. 1-2020

Meets every Tuesday at 4:00 P.M.

WASHINGTON I. KOHNKE, President, 686 Sacramento St.  
 H. C. MAGNIN, 315 Montgomery St., Z. 4  
 J. WARNOCK WALSH, 160 Montgomery St., Z. 4  
 SERGEANT JOHN T. BUTLER, Secretary

MICHAEL A. GAFFEY, Chief of Police  
 GEORGE M. HEALY, Deputy Chief of Police  
 JOHN B. ENGLISH, Chief of Inspectors  
 CAPT. OTTO MEYER, Director of Traffic  
 CAPT. JAMES L. ENGLISH, Chief of Inspectors  
 MICHAEL P. FITZPATRICK, Sec'y to Dept.

## PUBLIC LIBRARY COMMISSION

Civic Center, Z.2, HE. 1-2121

Meets the first Tuesday of each month at 4:00 P.M.

SAM M. MARKOWITZ, President, 235 Montgomery St., Z. 4  
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Standing, left to right: Marc A. Cremer, Olaf C. Hansen, Frank R. Runyan, Harry S. Scott, Arthur Caldwell, B. Frank Modglin.

## World Trade Center Annual Meeting Re-Elects Officers, Trustees; Pres. Leland Cutler Praised

THE TRUSTEES OF WORLD TRADE CENTER, INC., are a patient and determined group of men. At their annual meeting on January 27, they recalled that it was back in January 1944 that they held their

It was the trustees who secured the legislation setting up the state-created World Trade Center Authority, whose members are appointed by the Governor; headed by the corporation's former first president, Leland Cutler.

Eleven years is a long time to wait to see a project finally come into being. As the trustees ended this year's meeting they agreed that the credit for practically everything that has been accomplished is due to Lee Cutler and that the entire community owes him a great debt of gratitude.

Re-elected at the annual meeting were trustees Arthur Caldwell, M. A. Cremer, a McKie Donnan, Harvey Hancock, O. C. Hansen, Ernest Ingold, A. H. Jacobs, Leland M. Kaiser, Ira S. Lillick, M. J. McCarthy, Wm. G. Merchant, B. Frank Modglin, Frank K. Runyan, Harry S. Scott, George D. Smith, Edward H. Tickle and Ray B. Wiser.

Re-elected as their officers by the trustees were: O. C. Hansen, President; Ernest Ingold, Vice President; Leland M. Kaiser, Treasurer; and M. A. Cremer, Secretary.

Their job of bringing the Center to fruition has been in the hands



LELAND W. CUTLER, Chairman  
World Trade Center Authority

of the World Trade Center Authority, chairmanned by Mr. Cutler.

Created by legislation enacted by the state legislature in 1946, the Authority is empowered to issue

its own revenue bonds. As presently constituted with several recent replacement appointments to its board by Governor Knight, the members are, in addition to Mr. Cutler: Chas. P. Howard, Howard Terminals; Robt. H. Maddan, Jr., U. S. Steel Co.; John M. Pierce, State Director of Finance; Frank B. Durkee, State Director of Pub-

lic Works; Ward G. Walkup, President, State Board of Harbor Commissioners; Charles Rosenthal, retired auto dealer; Harry J. Boyle, San Francisco insurance executive; John J. Sheridan, Mayor of Richmond; Thomas H. Richards, Sr., Sacramento packing executive and Irving L. Neumiller, Stockton attorney.

## Supervisor George Christopher Guest of Honor at Overflow Banquet at Sheraton-Palace Hotel Makes Formal Announcement of Candidacy for S. F. Mayor

GEORGE CHRISTOPHER, President of the Board of Supervisors and a member since 1945, has made it "official."

At a testimonial luncheon in the Sheraton-Palace Hotel Tuesday (March 1), probably the largest given in the history of the city, Christopher formally announced he would run for Mayor in November.

Over two thousand luncheon guests filled to overflowing the three main dining rooms of the hotel. Seated at the speakers' table and scattered through the three large rooms were business, industry, labor and civic leaders.

Christopher, whose name has consistently been mentioned as a mayoralty candidate, ran for mayor four years ago. He lost the election by the slimmest margin in the history of the city. In his campaign for re-election to the Board of Supervisors Christopher has led all other candidates and has twice served as President of the Board.

In announcing his candidacy Christopher said: "Here, briefly, are just a few of the problems that will call for analysis in this campaign:

1. Transit and parking: This is our very urgent problem. It will require hold, far-reaching action. We have spent hundreds of thousands of dollars for surveys. The time has come to consolidate these surveys, and secure executive and legislative action at once. We will translate these expert recommendations into action, so that the economic integrity of our high tax-paying properties may be preserved. We do not need more surveys. We need to do something about the surveys we already have. I propose to devote my fullest efforts to this most important problem.

2. We will initiate a constructive, business-like approach to the big business of managing the city's affairs. This includes the current upkeep of our hospitals and other institutions, so that periodic and expensive bond issues will not be required. In these days of \$200,000,000 budgets, San Francisco needs the unqualified assurance that our taxpayers will receive a full dollar's value for every dollar spent. Sound, businesslike, intelligent economy shall be the keyword.

3. A strong, determined effort to bring more conventions and more tourists to San Francisco.



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Pres., S. F. Board of Supervisors

The application of foresight and energetic action against hindsight and belated vigor in developing air travel through our \$50,000,000 International Airport. More attention and accelerated effort for the enhancement of our harbor so that more shipping and more industry may be attracted here. Such increased revenues will help alleviate the burden of the ad valorem tax payers. I have promotional programs in mind to accomplish these objectives. I intend to become your salesman! I intend to get this business from San Francisco.

(Continued on Page 14)

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# 1955 General Motors Motorama Here March 26 - April 3 Excels Outstanding Spectacles of Other Years

**T**HE GENERAL MOTORS MOTORAMA OF 1955 is a dazzling blend of automobiles and acrobatics, research and fashions, engineering and ballet, realities of today and vision of tomorrow—all on a scale seldom approached by an industrial show.

Admission-free, it is open to the public in San Francisco's Civic Auditorium, March 26-April 3 inclusive. Hours are from 10 a.m. to 11 p.m. daily except Sundays, when they are 12 noon to 11 p.m.

In the Auditorium's 70,000 square feet of colorfully draped and decorated display area, GM shows seven new experimental cars, a "dream" truck, a new "Kitchen of Tomorrow," over 100 research and engineering exhibits, 1955 GM automobiles and other products, a women's fashion show, a Broadway musical revue presented on a novel "flying turntable" stage, and other attractions.

A total of over 1,300,000 persons have seen the giant GM show during earlier appearances this year at New York, Miami, and Los Angeles. Last year, Motorama attendance at five cities totaled almost 2,000,000.

This is the third consecutive year that GM has brought a Motorama to San Francisco, and the 1955 show is the biggest and most spectacular of them all—so huge that a cartvan of 100 specially-equipped GM trucks is required to move it from city to city.

Caliber of the entire Motorama is reflected in the quality of the stage entertainment, which features petite Liane Daye, leading ballerina of the Paris Opera, and other stars.

President Harlow H. Curtice of General Motors invited all residents of Northern California to

visit the Motorama, inspect the company's products, and get "a glimpse of many of the exciting possibilities which our engineers and stylists are exploring."

Headed by Mr. Curtice, scores of the top men of the automotive world were in San Francisco for the show and a series of accompanying events.

These events included a press conference at the Fairmont Hotel Thursday, March 24, at which the GM president presided, and an invitational preview of the Motorama Friday, March 25, at the Civic Auditorium. Mr. Curtice and GM Executive Vice Presidents Albert Bradley and L. C. Goad greeted civic, business, and society leaders and their guests at the preview.

Among the highlights of the 1955 edition of the famed GM show are:

1. Seven new experimental cars, which add a host of styling and engineering innovations to GM's long list of firsts in the "dream car" field. This year's dream cars feature, among other things, maximum driver and passenger vision and comfortable passenger room.

All except one, which has a steel body, are of reinforced fiber glass construction.

2. A "dream" truck, created by GM stylists and engineers in cooperation with the GMC Truck & Coach Division. Named L'Univer-

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sele, it is something completely new in trucks—with a panoramic windshield, no hood in front (the 180 horsepower, V-8 engine is located behind and beneath the driver), low and racy lines, and a body of fiber glass reinforced plastic.

Although the basic design of is a panel delivery, minor manufacturing changes can convert it into a small bus, taxi, station wagon, or sportsman's car.

3. Production cars—Chevrolets, Pontiacs, Oldsmobiles, Buicks, and Cadillacs plus Frigidaire household appliances and many other 1955 GM products. Also shown this year for the first time in the Motorama are three foreign made GM cars—the Opel Caravan station wagon manufactured in Germany, a Vauxhall Cresta sedan from England, and a Holden Special from Australia.

4. Frigidaire's new "Kitchen of Tomorrow," even more revolutionary than the kitchen which drew huge crowds at the 1954 Motorama.

Many of the kitchen's features, such as a television system which enables Mother to keep track of the youngsters merely by glancing at the screen while they play elsewhere in the house, are not yet in production. Like the dream cars, the "Kitchen of Tomorrow" gave GM designers an opportunity to (Continued on next page)

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## MOTORAMA

(Continued from Page 11)

put into solid form ideas which might otherwise still be on their drawing boards.

Frigidaire also shows an up-to-the-minute "Kitchen of Today" with the latest appliances and equipment available on the market.

5. More than 100 engineering and research exhibits prepared by GM Engineering Staff, GM Research Laboratories Division, and many of the other far-flung GM divisions. Many of these exhibits can be activated by pushbuttons or other devices, providing fun as well as education for visitors of all ages.

6. The unique and spectacular "Flying Turntable" stage, so called because of its five hydraulically-operated cantilever arms, tipped with turntables upon which GM's 1955 passenger cars are swung out for inspection by the audience. Each car, in turn, bursts into view 13 feet above the floor and is spiraled down to a position three-and-one-half feet above a 900-square-foot artificial pool which is part of the stage.

The pool is complete with fountains—and even "lily pads" upon which dancers gyrate.

7. A fashion show in which five top models introduce gowns cre-

ated by Sophie de Saks Fifth Avenue especially for the Motorama. These gowns are being shown in San Francisco for the first time anywhere.

8. Finally, the stage entertainment with singing, dancing and acrobatics by a Broadway cast—plus 22-year-old Mademoiselle Dayde, making her American debut with the Motorama. Other stars include Priscilla Gillette, whose career has included the singing lead in "Brigadoon;" David Atkinson, who sang the male lead in "Pink Tights;" The Seven Ashtons, foot jugglers; and The Three Cabots, well-known dancers.

Produced and directed by Richard and Edith Earstow of New York and Hollywood fame, the show includes original music composed by Victor Young, author of numerous hits. Young conducts a

16-voice chorus and 26-piece orchestra, the latter of which is seated on an upper level of the stage.

The Broadway revue, fashion show, and presentation of the cars on the "Flying Turntables" are combined in a 35-minute extravaganza climaxed by the spotlighting of six of the dream cars. An added touch is six beautiful girl violinists, one of whom is seen with each dream car on its turntable in the auditorium floor.

The stage entertainment is presented six times daily, during the afternoon and evening.

Decorations at the show include some 200,000 yards of draperies, plus a multi-colored special fabric which covers the walls.

From San Francisco, the Motorama goes to Boston for its final 1955 appearance April 23-May 1.



### PG&E REACHES CUSTOMER MILESTONE

Norman R. Sutherland, left, vice president and general manager of Pacific Gas and Electric Company, personally set the company's three millionth customer meter for service to Mr. and Mrs. Axel Andersen and their daughter, Carol Ann, four, as the surprised family moved into their new home in Daly City. With new connections to the company's lines throughout Northern and Central California running at a rate of more than 15,000 a month, PG&E officials had been quietly watching for the location as the three millionth neared. After pinning an orchid corsage on Mrs. Andersen, Sutherland presented the family with a gleaming dishwasher as a mark of the importance of the event in the company's more than a century of growth. A copper commemorative plaque was set into the meter box.

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930 GRANT AVE. YU. 2-7096**Supervisor Chas. Ertola**  
(Continued from Page 7)

agree with him but he will take a lot of convincing to make him change his mind.

This new Supervisor does not take himself too seriously.

He does not beat his breast when he talks about all the sacrifice he is making to serve his city. The fact that being a Supervisor requires a considerable amount of time that could be spent otherwise does not worry him.

"I put in a lot of time on the various boards and committees of which I was a member," he explained. "When I was working on the San Quentin educational program, I used to be away from my office a lot, for example. Now, I have given up those other things and find that I have just as much time although I am an active member of the Board of Supervisors."

With such an attitude, Dr. Ertola probably will make a sound but unspectacular record as a municipal law maker. It is more than likely the voters will return him to office in November because they will be getting a good man and one who has proved by years of service that he has the best interests of San Francisco at heart.

The California Palace of the Legion of Honor was a gift to the City of San Francisco in 1924 by Adolph B. Spreckels and his wife.

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EPIC POETESS**

Carolyn Sparks of San Francisco has been given honorary membership of the Mark Twain Society for her epic poem "Conquests" — 1918-1939. "Conquests" has won critical acclaim for its



CAROLYN SPARKS

poetically terse pinpointing of significant moments of history and the world-weary search for peace.

Miss Sparks reveals in this, her first book-length poem, a poet of force and sensitivity. "Conquests" is so historically true that it is currently being considered as a textbook for high school students.

Miss Sparks, a professional nurse on special duty at Stanford Hospital, received her education at the University of Missouri. A number of her single poems have been published in anthologies. Below is a reprint of "The Bridge."

**THE BRIDGE**

Spinning a web, spanning the Golden Gate,  
Silencing whispered hopes of by-gone days,  
Weaving a structure fulfilling dreams,  
Piercing the sky with giant beams.  
A tribute to men.  
Bidding farewell to the setting sun,  
Facing the night, awaiting the dawn,  
Lulling the waves, hushing the winds,  
Abiding the fog, echoing the ships.  
A guide to the sea.  
— Carolyn Sparks

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## Hugh Gallagher Outstanding Maritime and Civic Leader Heads S. F. Maritime Museum Association

**HUGH GALLAGHER**, of Matson Navigation Company, for the past three years national president of the Propeller Club, and one of San Francisco's outstanding maritime men and civic leaders, was elected president of the San Francisco Maritime Museum Association meeting on January 18.

Incorporated under state law, the association's board of directors for the current year, most of whom were re-elected, includes: Raymond Armsby, Starr Bruce, Joseph L. Cauthorn, William Coffman, Albert D. Gatov, I. W. Hellman, T. C. Ingersoll, George Kilion, Gilbert Kneiss, Max M. Lembke, Capt. Edward Macauley, Vincent J. Malone, Capt. Charles May, Charles Mayer, Robert E. Mayer, William N. Mills, Scott Newhall, John N. Rosekrans, Michael J. Ryan, Mrs. Frank Rice Short, Mrs. A. deB. Spreckels and Sydney G. Walton.

In addition to Mr. Gallagher as president, the directors chose as their officers: Honorary Chairman, Mayor Elmer E. Robinson; Vice Presidents: Capt. T. C. Conwell, John E. Cushing and R. Stanley Dollar, Jr.; Treasurer, Joseph A. Moore, Jr. and Secretary, M. A. Cremer.

Since its inception the museum owes much, in fact its continued existence, to the generous enthusiasm of Mrs. Alma deBrettville Spreckels. Not only was she one of the founders but continuously

active in furthering its public recognition and acceptance.

The community's thanks are due her not only for her many contributions but currently for the publicity and financial returns accruing from the salvage shop for which she recently staged a champagne party at the Palace of the Legion of Honor. Admittance to the affair was gained by donating salvage. Over one thousand attended. The stock and income of the salvage shop on Washington St. has since mounted substantially. Income from the shop has aided materially in meeting the running expenses of the museum and the association.

The work of restoring the Pacific Queen under the direction of Captain T. C. Conwell of the American President Lines and vice president of the association, has made unusual progress.

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Seated, left to right: Mrs. Bobs Purcell, Miss Jean Frickelton, Wm. W. Chapin, Mrs. Alma deB. Spreckels, R. Stanley Dollar, Jr., Hugh Gallagher, Capt. T. C. Conwell, John E. Cushing, Mrs. Frank R. Short. Standing, left to right: Scott Newhall, Marc A. Cremer, Robert E. Mayer, Max M. Lemke, Albert W. Gatov, Gilbert Kneiss, David Nelson, John N. Rosekrans, Wm. N. Mills, Karl Kortum.

## CHRISTOPHER

(Continued from Page 10)

4. The establishment of friendly, more intimate counsel with our neighboring counties. Periodic seminars with our neighbors will assure renewed confidence and unanimity of purpose. The result will be increased economic benefits for everyone. The communities of the San Francisco Bay Area can only grow together, not in spite of each other.

5. Redevelopment of blighted areas, school and recreational facilities, juvenile problems, labor-management cooperative action—all these matters and more will be discussed in the months to come.

Seated at the speakers' table were Adrien J. Falk, Frank N. Belgrano, Jr., Paul Bissinger, Mrs. Charles B. Porter, Lieutenant Governor Harold J. Powers, Arthur J. Dolan, Jr., Robert S. Lee, Walter A. Haas, Mrs. Henry F. Grady, Walter H. Duane, Daniel Del Carlo, Arthur J. Blum, Louis Ets-Hokin, James Stratton, Frank White, Mrs. G. B. Swenson, J. F. Sullivan, Jr., N. Loyall McLaren, Mrs. Hazel O'Brien, Harold C. Brown, Joseph A. Moore, Jr., and Mrs. George Christopher.

Christopher named Joseph A. Moore, Jr., president of the Moore Drydock Company and civic leader, as his campaign chairman; J. F. Sullivan, president of the Crocker First National Bank, as treasurer; and Don V. Nicholson as his campaign manager. The latter successfully conducted the mayoralty campaigns of the late Angelo J. Rossi and Roger D. Lapham. Headquarters will shortly be opened at a Market Street location.

Contemporary murals decorate the interior of the first and second floors of Coit Memorial Tower in San Francisco.

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Heralding 1955 Printing Week which was celebrated recently are two veteran compositors and San Francisco's Miss Perfect Type, Marilyn Torrison. Totalling nearly 100 years in San Francisco's printing industry are at her left Edward Adams with 60 years of service while at her right is Frank Sanchez with some 35 years in the printing trades. Marilyn was theme girl for San Francisco's 1955 Printing Week.

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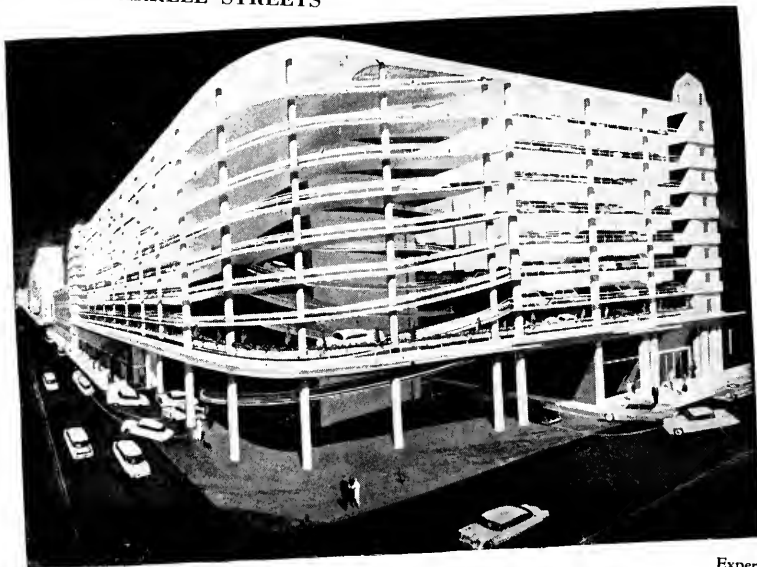
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# CITY-COUNTY RECORD

VOL. 22 — No. 4

APRIL, 1955

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THE MAGAZINE OF GOOD GOVERNMENT



**DAN GALLAGHER, Sheriff**  
*City and County of San Francisco*

(See story on Page 4)

## LETTERS TO THE EDITOR

Francisco Heights Civic Club  
Editor:

Thanks so much for your interest in our club. (We're trying to do a good job), and with much appreciation for your faithfully mailing us the monthly issues of the City-County Record.

They are always read from cover to cover. The Record is a wonderful publication.

Sincerely  
Felton Perkins, President

## CALIFORNIA HISTORICAL SOCIETY

Thank you for your compliance to our request for current issues of the City-County Record. Our great source library on California history would be less adequate to demands made upon it by the general public without the files of your periodical. As time goes on, these files will increase in value as a record of the times in the history of San Francisco.

Sincerely yours,  
James de T. Abajian  
Acting Managing Director

## STATE OF CALIFORNIA DEPARTMENT OF EMPLOYMENT 801 Turk Street

Editor—

May I take this opportunity to thank you for the excellent cooperation you gave the San Francisco committee in this year's annual observance of National Employ the Physically Handicapped Week.

The benefits of the week are of lasting value and you can feel assured that in the forthcoming months, many people with physical handicaps will become gainfully employed that would otherwise remain idle.

The directors of Goodwill Industries join with me in extending heartfelt thanks to you.

Most sincerely,

FRANK DOUGLAS, Chairman  
San Francisco Committee  
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G. L. FOX, Gen. Manager  
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G. L. Fox, General Manager of the San Francisco Chamber of Commerce, was elected President of the Western States Council, an organization of chamber executives of the 11 Western States who just concluded this 1953 annual meeting at the Sheraton-Palace Hotel.

Lorin W. Markham, General Manager, Spokane Chamber of Commerce, and Howard J. Steib, General Manager, Santa Barbara Chamber, were elected first and second vice presidents respectively. David A. Silverman, Assistant General Manager, Oakland Chamber of Commerce, is the new secretary-treasurer.

"There is much to be done by a strong and active Association of Western States Chamber men," Fox said on accepting the presidency, "toward further unifying this great region in efforts to develop western resources and industry. Many of the most important goals that we all have in land problems, agriculture, mining, shipbuilding, transportation and other important fields, can be accomplished by taking the regional viewpoint rather than that of individual communities. That is what we propose to do."

The council election climaxed two days of concentrated sessions on virtually every important phase of western economy attended by some 35 delegates of the 11 Western States.

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APRIL, 1955

## Around and About

By WHIT HENRY

THIS MONTH'S column is actually taken from a small pamphlet published by the Better Business Bureau in the interest of the public. Thanks to the Bureau, I give it to you in its entirety.

### "ALL SALES FINAL?"

Every time you buy or agree to buy something, you make a contract. This is true whether you pay cash, make a deposit, pay by installments, or "charge it." It is true, generally, whether the agreement is signed or just verbal, although some contracts or agreements must be in writing and signed. You make thousands of contracts in your lifetime. For example, when you buy a dress or hat or a pair of shoes or any one of a thousand other items, you make a contract.

There are two parties to the contract—the seller and you, the buyer. Each has the same right to expect the other to live up to its terms. Once the contract is made or completed, and in the absence of fraud or misrepresentation, neither one can properly break, or cancel, or revoke the contract without the permission of the other party. If you, the buyer, "change your mind" or, because of some unforeseen circumstance, want your money or deposit back, or, if a charge customer wants a credit, the seller, legally, does not have to give it to you. You are asking the seller to cancel or break or change the terms of the contract—and he has the right to decide whether he will do so or not.

Generally, the seller will do one of three things, dependent upon his policy in the treatment of his customers:

1. Some stores follow the policy that all sales are final. They will not refund money nor give credit slips.
2. Some stores follow the policy of refusing to make cash refunds,

but allow the purchaser a credit slip which may be applied then or at some future time toward the purchase of other merchandise in the store.

(Continued on Page 14)

## How well do you know San Francisco?



Even most lifelong residents of the Bay Area haven't visited all the famous landmarks that have made San Francisco beloved the world over. If you're a stranger, a Gray Line tour is a must; if you're a native, you'll still find a tour exciting, informative, entertaining. Be sure to tell visiting friends: Take a Gray Line tour of San Francisco. Hundreds of thousands do—every year and say, "There's nothing like it!"

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# DAN GALLAGHER

## Sheriff

### City and County of San Francisco

By WILLIAM FLYNN, Record Staff Writer

**S**HERIFF DAN GALLAGHER OF SAN FRANCISCO is one of the most successful career men of San Francisco politics. And he is one of the most agile.

Despite the title of his office which customarily implies problems of law enforcement—the good guys punishing the bad guys—Sheriff Gallagher is strictly an administrator.

The duties of his office are defined in eight lines of print in the City Charter. They are:

"Section 32. The sheriff shall be an elective officer and shall receive a salary of thirteen thousand five hundred dollars (\$13,500.00) per year. Said salary shall be exclusive of the compensation received by him from the state for the delivery of prisoners to the state prisons, and insane persons to the state asylums for the insane. He shall furnish an official bond in the sum of fifty thousand (\$50,000). He shall appoint, and at his pleasure may remove, an attorney, one undersheriff, and one confidential secretary. (Salary of sheriff now subject to Section 1511.1.)"

#### SENTENCES

The interesting sentences in that definition of duties is the permission granted the sheriff to augment his salary, currently \$13,500.00 a year, with transportation fees collected from the state.

This, at one time, was a rather lucrative source of income. It rated the sheriff, as a wage earner, with the assessor when he was paid on a percentage basis.

While the assessor now is paid a flat fee for his work, the law still permits the sheriff of San Francisco to make an honest dollar or so on the side, as it were.

But Sheriff Gallagher has continually turned the money over to the taxpayers of San Francisco refusing the legal fees at the rate of about \$2,000.00 a year. He seems content with his \$1,125.00 a month salary.

It could be sufficient for his needs. He is a bachelor and always has been something of a worker, both in private industry and politics.

Dan Gallagher was born in San Francisco on September 6, 1898, the son of John P. Gallagher and Ella Cook Gallagher. He was the eldest child of a family of five brothers and sisters.



DAN GALLAGHER, Sheriff  
City & County of San Francisco

His grandfather, Daniel Gallagher, had founded the Daniel Gallagher Teaming Company in 1860 and its control has continually remained in the family.

After being graduated from the St. Joseph's Grammar school and St. Ignatius high school, Dan Gallagher went to work in the family business. He also became something of a parent. Both his parents died within a short span of time and he assumed the responsibility of rearing his brothers and sisters. He did right well at the job, too.

Eventually, he became secretary and treasurer of the teaming company and continued active in the business, which operated in San Francisco and Oakland, until politics became more than an avocation.

With a name like his, Gallagher naturally became a Democrat. That did not prevent him, during his career, to think well of certain republicans, notably Thomas Dewey when he fruitlessly fancied him-

self as a giant killer and ran against Truman; nor when Republican Elmer E. Robinson made a successful race for Mayor the first time.

After seasoning as a party worker, Gallagher submitted his candidacy to the voters of the Twenty-third Assembly District in 1938 and was elected. Before the end of his term he demonstrated not only his agility in politics but also his ability as a vote getter in a city wide election.

#### SACRAMENTO

In Sacramento, Gallagher served as chairman of the San Francisco legislative delegation, with such effectiveness that he won House approval of a home rule harbor bill but lost the Senate; and was instrumental in the adoption of improved legislation providing a minimum wage for women, better old age pensions, unemployment insurance, and compensation allowance.

It was this record that won him election as a member of the Board of Supervisors in 1942. He resigned as a member of the legislature to take his new post, bringing to the Board the experience of a state law maker.

Gallagher is best remembered on the Board of Supervisors, as a "tough chairman" of the finance committee. He polled a sufficient number of votes during his election and re-election campaigns to twice qualify for the presidency of the board, a post awarded by custom to the man who leads the ticket in the November election.

#### POPULARITY

With a record of such popularity with the voters during his successful supervisory campaign in 1941, 1945, and 1949, Gallagher often was mentioned as a possible candidate for Mayor. He did not try to discourage the gossip—but he never was a candidate.

Because of his Democratic background, Gallagher caused some surprise when he endorsed the candidacy of Elmer Robinson for Mayor when he first ran for office, succeeding Roger Dearborn Lapham, the "one-term" mayor.

There are those who would argue that it was the Gallagher endorsement and influence that gave Rob-

inson his victory over Chester McPhee, the Supervisor who finally retired to the federal post of Collector of Customs after President Eisenhower made it to the White House for the Republicans; and Democrat Franck Havenner.

But Robinson's margin of victory over MacPhee was so great that the objective observers concede that the winning margin could have been due to any number of things, including the ability, political know how, and campaigning skill of the candidate himself.

As far as his endorsement of candidates for mayor was concerned, Gallagher remained consistent. When Robinson ran for re-election and defeated Supervisor George Christopher four years ago, Gallagher again came out for the Mayor.

#### STATED

He said at that time:

"Four years ago, I publicly endorsed Mayor Elmer E. Robinson, and today, after closely observing his hard work for good government and for the benefit of the taxpayers of San Francisco, I am proud to endorse his candidacy for re-election.

"He has co-operated with the majority of the Board of Supervisors to keep the tax rate down and to maintain progress in San Francisco.

"He has been emphatically a truly non-partisan and non-political Mayor of this city."

(Continued on next page)

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That statement probably was Gallagher's final announcement concerning the validity of a candidacy for mayor for some years to come.

He does not intend to sound off on the subject this year when Supervisor George Christopher will seek election as Mayor.

"I'm going to be running for sheriff," Gallagher says.

#### ENDORSEMENT

However, his endorsement of Robinson at least kept his name before the Mayor for consideration and the effort finally paid dividends.

After Mayor Robinson took office he naturally looked around for some patronage jobs. One of the positions under his control was the post of City Lobbyist, a \$12,000 a year plus expense account activity that was set up under Mayor Latham. Donald D. (The Duck) Cleary was tapped for the job by Mayor Latham and did a creditable job for the best interests of San Francisco.

But Cleary, during the mayor's campaign, has succumbed to that typical Irish fault—talking about the wrong subject, in the wrong way, at the wrong time. For a time there was doubt that Mayor Robinson would renew his contract.

During that period of considerable uncertainty for "The Duck," there were reports in the public prints that Gallagher was to return to Sacramento, the scene of his early triumphs, in the role of the municipal lobbyist.

#### DIFFICULTY

There was only one difficulty. The charter stipulates clearly that a Supervisor cannot accept the city's shilling within a year after the time he resigns his office. The city attorney finally ruled Gallagher off the track and Cleary remained on the job.

But Gallagher made his next move when Sheriff Daniel D. Murphy died. The appointment was made with Gallagher resigning from the Board of Supervisors. Having had a few moments more to study the problem, City Attorney Dion Holm knew the answers that time and approved Gallagher's appointment although there was but a brief interval between his service as Supervisors and his assumption of the duties of sheriff.

Holm nicely negotiated the tightrope of legal lore without falling on the upright points of split hairs by ruling that the job of sheriff was an "office" and not a "position." The citizens seemed to trust the opinion of their official legal beagle. No testing taxpayers suit was filed.

As sheriff, Gallagher has nothing to do with crime prevention or enforcement. He is a custodial agent and an administrator. His department's budget is about \$1,

000,000 a year and he has 162 employees in the department.

They include the usual assortment of clerks and typists and those who fight with digits. Deputy sheriffs who serve writs for jury duty and eviction, and court room bailiffs. They also keep an eye on the prisoners in the four county jails—one each for men and women in San Francisco and San Mateo County.

Several of Gallagher's guests at the county jails are wards of the federal government and San Mateo County. The federal government has no guest house in the area. San Mateo County, with its rather antiquated bastle at Redwood City, sometimes has an overflow. Gallagher's department receives \$1.50 a day for their room and board. It was the sheriff's suggestion that the old rate of 80-cents a day be increased to the present amount. The income sometimes is as high as \$4,000 a year, depending on the crime rate.

#### ECONOMY

Since taking over the jail duties on March 22, 1952, Gallagher has emphasized economy in the operation of the jails. He also is interested in better conditions for the inmates—who have staged but one riot during his administration. The cause was protests over food—a usual one.

Gallagher has intensified the work program for the inmates—winning them an extra 5 days off a month for working. With their labor he has increased the production of food stuffs on the county jail farms. He also believes the steady exercise has had a hand in increasing the rehabilitation factors of prisoners.

Dan Gallagher's record as sheriff—an unspectacular but none-the-less important office in San Francisco—has won him commendation from the United States Department of Justice. Federal Jail Inspector George O. Parker wrote him:

"These conditions are indicative of progress since it was not so very long ago that your jail buildings were in bad repair and the equipment either non-existent or in a dilapidated condition, and there were practically no programs for the rehabilitation of jail inmates.

"Now that you have virtually completed the renovation of buildings and major equipment and have started providing the necessary miscellaneous equipment, . . . it should not be long until you are on a really sound footing."

Gallagher knows what to do with such statements. He intends to do more than merely file them away. They will come in handy during his election campaign this year.

Announcing his candidacy he said:

(Continued on Page 12)

## PRINTING

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\*  
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## Annual Foreign Trade Transportation Institute May 9-12 Drawing Response Throughout Country

**MORE THAN 40 AUTHORITIES** from foreign trade and transport fields will spell out current developments in cargo carrying and handling at the four-day Foreign Trade Transportation Institute to be held May 9-12 in San Francisco.

The annual session, held on the University of San Francisco campus, is drawing response from trade and traffic men in major shipping centers throughout the country. General Chairman Charles Clark has announced.

The entire four-day series of discussions in this year's Institute will center on the most economical and efficient uses of transport and shipping in moving goods by land, air and sea, Clark said.

### BAY CRUISES

Cruises and air flights in the San Francisco Bay area are scheduled to give executives attending the Institute a first-hand knowledge of port and terminal facilities and air services in the Northern California region.

Here is the Institute's six-phase program as it will be conducted by trade and transportation officials:

1) Steamship Services—freight traffic management and scheduling; steamship conference systems; port and terminal facilities; sailing routes and frequencies; new rate and tariff studies; assistance to shippers in moving cargo via west coast ports. Chairman: George E. Talmage, vice president, Pacific Transport Lines.

2) Railroad Services—coordination of railroad and steamer schedules; transcontinental export-import service; rates and absorptions; meeting customs requirements; overcoming distances between inland cities and west coast ports. Chairman: W. Murray Richardson, Foreign Freight Agent, Southern Pacific Company.

3) Trucking Services—current developments in transcontinental routes; improvements in carrying facilities; special short haul and drayage services; refrigeration, warehousing, special packing. Chairman: C. B. Hanby, Executive Assistant, California Trucking Association.

4) Air Service—international air

ages; international banking; avoiding "red tape" in obtaining fast despatch. Chairman: M. J. McCarthy, President, Berry and McCarthy Co.

6) Foreign Trade Shipping—leading traffic managers use case studies and question-and-answer periods to demonstrate the advantages to be gained from proper use



CHALMERS G. GRAHAM  
President  
Marine Exchange



REV. JOHN F. X. CONNOLLY, SJ  
President  
University of San Francisco



CHAS. P. HOWARD, President  
No. Calif. Ports & Terminals  
Bureau

freight developments; air freight forwarders; economics in using air with water, rail or truck transport. Chairman: Mitchell L. Coxwell, TWA, President, Airline Cargo Association.

5) Affiliated Services—foreign freight forwarding and brokerage; consular documentation; customs house and foreign trade zone us-

ing shipping facilities and techniques. Chairman: Forrest E. Brockman, Partner, Atkins, Kroll and Co.

The annual Institute is sponsored by the University of San Francisco, The Marine Exchange, and the Northern California Ports and Terminals Bureau.

## California Palace of the Legion of Honor

The California Palace of the Legion of Honor, San Francisco, has announced the following exhibitions and special activities for May:

### EXHIBITIONS:

ART OF THE ORIENT .....	Opening May 21
PAINTINGS — By HENRY KOERNER .....	Opening May 14
JEWELRY — By PETER MACCHIARINI .....	Opening May 28
MASTERPIECES OF DRAWING FROM THE MUSEUM OF RESANCON .....	Closing May 8
OLD MASTER DRAWINGS .....	Closing May 8
CONTEMPORARY DRAWINGS .....	Closing May 8
PAINTINGS — By VAN DAY TRUEN .....	Closing May 8
PAINTINGS — By Kall .....	Closing May 8
ART OF THE ANCIENT MEDITERRANEAN .....	Closing May 22

### ACHENBACH FOUNDATION FOR GRAPHIC ARTS: AT THE MUSEUM:

ETCHINGS — By ERNEST HASKELL .....

LOAN EXHIBITION AT THE SAN FRANCISCO

### PUBLIC LIBRARY:

REGIONALISM IN AMERICAN PRINTS OF THE '30's  
ORGAN RECITALS AT 3 P.M., EACH SATURDAY  
AND SUNDAY:

Mr. Richard Purvis May 1, 14, 15, 28 and 29.

Mr. Ludwig Atkinson May 7, 8, 21 and 22.

### EDUCATIONAL ACTIVITIES:

Free Painting Classes for Children, ages 6 through 14,  
at 10 A.M. Saturdays

### NOTE:

Free Painting Classes for Adults, 2 P.M., Saturdays.

Pending renovation of Little Theatre, the Motion Picture Program has been discontinued until further notice.

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# SECOND ANNUAL FOREIGN TRADE TRANSPORTATION INSTITUTE OF THE SAN FRANCISCO BAY AREA

May 9-10-11-12, 1955, University of San Francisco, 2130 Fulton Street, San Francisco

MAY 9-10-11-12, 1955  
UNIVERSITY OF SAN FRANCISCO  
2130 FULTON STREET  
SAN FRANCISCO, CALIFORNIA  
AUDITORIUM, UNIVERSITY OF SAN FRANCISCO  
MONDAY, MAY 9

8:30 A.M. to 9:15 A.M.—Registration—Distribution of material issuance of registration cards, verification of tuition fee.

## GENERAL SESSION

9:15 A.M. to 9:30 A.M.—Presiding, Charles B. Clark, General Chairman; Vice President, Traffic Service Corporation.

1. Welcome—Chalmers G. Graham, President, Marine Exchange, Inc.  
2. Greetings—Rev. J. F. X. Connolly, S.J., President, University of San Francisco.

3. Outline of Institute—Harry A. Hunt, A.G.F.A. Johnson Line, Vice Chairman.

9:30 A.M. to 10:00 A.M.—Frank E. Felix, Manager, Northern California Ports and Terminals Bureau, "Orientation"; Charles L. Hannan, Assistant Director, Economics Research, Stanford Research Institute, "World Markets Via the Golden Gate."

## A. TRUCKING SERVICES PROGRAM

10:00 A.M. to 11:30 A.M.—Chairman, C. B. Hanby, Manager, Field Services, Northern California, California Trucking Associations, Inc.

1. Wade Sherrard, Managing Director, California Trucking Association, "Trucking Services in Foreign Trade."

2. Panel Discussion—Lukie O'Brien, J. A. Clark Draying Co., "Draying"; Robert Minardi, Garden City Transportation, "Short Hauling"; T. E. Silvestri, Assistant Director of Traffic, Pacific Intermountain Express, "Transcontinental Hauling"; Harry Hassett, Manager, Weighing and Inspection Bureau, California Trucking Association Inc., "Refrigeration, Special Packing and Loading."

12 Noon—Lunch. Speaker to be announced.

## B. AFFILIATED SERVICES PROGRAM

2:00 P.M. to 4:30 P.M.—Chairman, M. J. McCarthy, President Berry & McCarthy.

1. R. B. Endberg, J. E. Lowden Company, "Function of Foreign Freight Forwarders and Brokers."

2. Alberto Scott, Jr., Alberto Scott Company, "Consular Documentation."

3. Franklin B. Howland, Oceanic Forwarding Company, "Customs House Brokers, Foreign Trade Zone."

4. Rudy Bachman, Assisting Vice President, Bank of America International Banking Dept., "Banking in Foreign Trade."

## TUESDAY, MAY 10

## C. RAILROAD SERVICES PROGRAM

9:00 to 11:30 A.M.—Chairman V. Murray Richardson, Foreign Freight Agent, Southern Pacific Company.

1. T. L. Vogel, Foreign Freight Traffic Manager, Union Pacific, Chicago, "Railroad Teamwork as Applied to Foreign Trade Transportation."

2. M. E. Boyd, Freight Traffic Manager, Western Pacific, "Transcontinental Export-Import Rates—Development and Trends."

3. Joseph B. Silva, Superintendent State Belt Railway, "Terminal Rail Services, San Francisco."

4. G. J. Steinmiller, General Foreign Freight Agent, Santa Fe Railroad, Chicago, "Transcontinental Export-Import Transportation Services."

5. Gordon W. Ridley, Customs Agent, Southern Pacific Company, "Customs Documentation—Railroad Services."

6. J. H. Morrison, Traffic Manager, Northern California Ports and Terminals Bureau, "Terminal Services, East Bay, Stockton and Summation."

12 Noon—Lunch at University of San Francisco.

## D. STEAMSHIP SERVICES PROGRAM

1:30 P.M. to 4:30 P.M.—Chairman, George E. Talmage, Jr., Vice President, Traffic, Pacific Transport Lines.

1:30 P.M. to 1:50 P.M.—OPENING ADDRESS: Hugh Gallagher, Assistant to the President, Matson Navigation Company, Past President, Propeller Club of United States; "Ocean Shipping Through the Golden Gate."

1:50 P.M. to 2:05 P.M.—Charles P. Howard, President Northern California Ports and Terminals Bureau, "California Bids For World Cargoes."

2:05 P.M. to 2:30 P.M.—PANEL DISCUSSION: "Diversified Port Facilities in the Bay Area." Panel Participants: Charles Tait, Director, Port of San Francisco; Dudley Frost, Manager, Port of Oakland; Peter Howard, Vice President, Howard Terminals; George T. Hench, Executive Assistant, Port of Stockton; Don Dullum, President Eastern Terminal; John Parr Cox, President, Parr Richmond Terminals.

2:30 P.M. to 3:00 P.M.—PANEL DISCUSSION: "Steamship Conference System"; Leonard G. James, Admiralty Attorney, Moderator. Panel Participants: John F. McArt, Chairman, Pacific Coast European Conference; H. E. Hornung, Secretary-Manager, Southern District, Pacific Westbound Conference; R. F. Burley, Chairman, Latin American Freight Conferences.

## 3:00 P.M. to 3:15 P.M.—INTERMISSION

3:15 P.M. to 4:15 P.M.—PANEL DISCUSSION "Ocean Freight Traffic Management"; George E. Talmage, Jr., Moderator. Panel Participants: George Gmelch, Freight Traffic Manager, Pacific Far East Lines, "Far East"; J. W. M. Schorer, Pacific Manager, Holland-America Line, "Europe"; H. K. Grady, Freight Traffic Manager, Moore McCormack Lines, Caribbean and East Coast South America"; Charles A. Reali, Vice President, General Steamship Corp., "Central America and West Coast South America."

4:15 P.M. to 4:30 P.M.—Lester H. Clark, Cargo Claims Bureau, "Cargo Claims Procedure."

## WEDNESDAY, MAY 11 FIELD TRIPS

8:30 A.M.—Assemble at St. Francis Hotel; leave for Oakland by Grayline Bus.

1. Pacific Intermountain Express Trucking Terminal.  
2. Southern Pacific Yard Center Tower—Electronic Installations and "Piggy Back Facilities."

12 Noon—Lunch at Fisherman's Wharf.

1:15 P.M. to 2:15 P.M.—Tour of Foreign Trade Zone, Pier 45.  
2:15 P.M. to 3:30 P.M.—Boat tour of Bay Facilities, Courtesy of Board of State Harbor Commissioners.

3:45 P.M. to 4:30 P.M.—Pier operations and cargo handling—American President Lines, Pier 50, Mission Rock Terminal.

5:00 P.M.—Return to St. Francis Hotel—Grayline Bus.

## THURSDAY, MAY 12

## E. FOREIGN TRADE SHIPPERS' PROGRAM

9:00 A.M. to 11:30 A.M.—Chairman Forrest Brookman, Partner—Atkins, Kroll and Company.

1. P. Steele Labagh, Traffic Director, California Packing Corporation.

2. A. P. Heiner, Vice President, Kaiser Steel Corporation.  
3. Carl R. Rehbock, Manager, Distribution Ammonia Div. Shell Chemical Corporation.

4. T. R. Jamieson, Vice President, Otis, McAllister & Co.  
12 Noon—Lunch at San Francisco International Airport.

## F. AIR SERVICES PROGRAM

1:30 P.M. to 4:00 P.M.—Chairman, Mitchell Coxwell, T.W.A. President, Air Cargo Association.

1. S. E. Russ, Director of Cargo Sales, TransWorld Air Lines, New York, "International Trade By Air."

2. John McPherson, President, Air Freight Forwarders Association, "Services Provided by Air Freight Forwarders."

3. Conducted tours of International Airport Cargo Facilities.  
4. Air Trip Over San Francisco Bay Port Facilities.

G. SOCIAL HOUR—5:00 P.M. II. DINNER—6:30 P.M.  
Presentation of Certificates.

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# CITY AND COUNTY OF SAN FRANCISCO

ELMER E. ROBINSON, MAYOR

## Directory of City and County Officers

### ELECTIVE OFFICERS

\*Indicates vacancy  
**MAYOR**  
200 City Hall, Z.2, MA 1-0163  
**ELMER E. ROBINSON, Mayor.** .....1955  
ROBERT J. DOLAN, Executive Secretary  
GEORGE GRUBB, Administrative Assistant  
VIRGIL L. ELLIOTT, Confidential Secretary  
JOHN D. SULLIVAN, Public Service Director

**SUPERVISORS, BOARD OF**  
235 City Hall, Z.2, HE 1-2121  
**GEORGE CHRISTOPHER, President,** 175 Russ St., Z. 3,  
UN 1-7272; Res. 3031 1/2 25th Ave., Z. 21, OV 1-2673;  
BYRON ARNOLD, 105 Montgomery St., Z. 4; Res. 150  
Breewood Ave., Z. 12, DE 3-0982.

**WILLIAM C. BLAKE** Triple A Machine Shop, Inc.,  
Pier 64  
**MATTHEW C. CARBERY, Calif. Academy of Sciences,**  
Golden Gate Park, Res. 1542 1/2 34th Ave., Z. 22,  
MK 4-5440.

**HAROLD S. DOBBS, 311 California St., Z. 4, GA 1-**  
4600; Res. 35 Rossmore Drive, Z. 27, DE 4-1341.

**DR. CHARLES A. ERTOLA, 253 Columbus Avenue,**  
DO 2-8035

**JOHN J. FERDON, 155 Montgomery St., Z. 4, GA 1-**  
5708; Res. 2 Parker Ave., Z. 18, SK 1-1971.

**JAMES LOE HALLAY, 948 Phelan Bldg., Z. 2, GA, 1-**  
3704, Plaza 5-7277; Res. 22 Seacraft Ave., Z. 21,  
BA 1-2285.

**J. EUGENE McATEER, 206 Jefferson St., Z. 23,**  
PR 5-1477; Res. 130 Santa Ana Ave., Z. 27, LO 4-2464

**FRANCIS J. McCARTY, 220 Montgomery St., EX 2-**  
3475, Z. 4; Res. 2334 Divisadero St., HI 6-0902, Z. 23.

**MRS. CLARRISA SHORTALL McMAHON, 701 Mar-**  
ket St., Z. 3, YU 6-4648; Res. 1849 1/2 28th Ave., Z. 22,  
SE 1-1582.

**JOHN R. McGRATH, Clerk of the Board, HE, 1-**  
230, Ex. 284.

**PHILIP G. ENGLER, Acting Chief Assistant Clerk,**  
HE 1-2121, Ex. 385.

**STANDING COMMITTEES**  
(\*First named Supervisor is Chairman of the Committee)

**COMMERCIAL AND INDUSTRIAL DEVELOPMENT**—  
Christoph. Meets 2nd and 4th Thursday, 3:30 p.m.

**COUNTY, STATE AND NATIONAL AFFAIRS**—Halley,  
Ferdon, Ertola. Meets 2nd and 4th Thursday, 3:30 p.m.

**EDUCATION, PARKS AND RECREATION**—McAtee, Ar-  
nold, McMahon. Meets at call of the Chair.

**FINANCE, REVENUE AND TAXATION**—Arnold, Dobbs,  
McCart. Meets every Wednesday, 3:00 p.m.

**JUDICIARY, LEGISLATIVE AND CIVIL SERVICE**—  
Ferdon, Halley, McMahon. Meets 1st and 3rd Thursday,  
3:30 p.m.

**POLICE**—Ertola, Blake, Ferdon. Meets 3rd Wednesday, 4 p.m.

**PUBLIC BUILDINGS, LANDS AND CITY PLANNING**—  
Dobbs, Blake, McAtee. Meets 1st Thursday, 3:00 p.m.

**PUBLIC HEALTH AND WELFARE**—McMahon, Carbery,  
McCart. Meets 2nd Wednesday, 3:30 p.m.

**PUBLIC UTILITIES**—McCart. Carbery, McAtee. Meets  
1st Wednesday, 3:30 p.m.

**STREETS AND HIGHWAYS**—Blake, Halley, Ertola. Meets  
2nd and 4th Thursday, 2:00 p.m.

**RULES**—Christoph. Dobbs, Ertola. Meets at call of the  
Chair.

**ASSESSOR**

**RUSSELL L. WOLDEN, 101 City Hall, Z.2**  
KL 2-1910

**DISTRICT ATTORNEY**

**THOMAS C. LYNCH, 550 Montgomery St., Z. 11**  
DO 2-2838

**CITY ATTORNEY**

**DION R. HOLM, 206 City Hall, Z. 2, HE 1-1322**.....1957

**PUBLIC DEFENDER**

**EDWARD T. MANCUSO, 751 Montgomery St., Z. 11,**  
EX 2-1535.

**SHERIFF**

**DAN GALLAGHER, 331 City Hall, Z. 2, HF 1-2121** ..... 1955

**TREASURER**

**JOHN J. GOODWIN, 110 City Hall, Z. 2, HI 1-2121** ..... 1957

### COURTS

**SUPERIOR COURT JUDGES—UN. 1-8552**  
THERESA MEKLE, Presiding  
MELVYN L. CARENCE W. MORRIS  
EUSTACE CULLINAN, JR. HARRY J. NEUBARTH  
FRANK T. DEASY  
PRESTON DIVINE  
TIMOTHY J. FITZPATRICK GEORGE W. SCHONFELD  
THOMAS M. FOLEY DANIEL R. SHOENMAKER  
L. HARRIS WILLIAM T. SWEGERT  
ROBERT WILLIAMS WILLIAM F. TRAVERSO  
TWIN MICHELSEN H. A. VAN DER ZEE  
JOHN R. MOLINARI ALBERT C. WOLLENBERG  
EDWARD MOLKENBUHR

**JOSEPH M. CUMMINS, Secretary**  
480 City Hall, Z.2, UN 1-8552

### MUNICIPAL COURT JUDGES—KL. 2-3008

LENORE D. UNDERWOOD, Presiding  
CARL L. ALLEN JOSEPH M. GOLDEN  
RAYMOND J. ARATA CLAYTON W. HORN  
WALTER CARPENITI JOHN J. McMAHON  
C. HAROLD CAULFIELD EDWARD O'DAY  
CHARLES S. PERRY ALVIN E. WEINBERGER  
LEO A. CUNNINGHAM  
IVAN L. SLAVICH, Clerk and Secretary,  
301 City Hall, Z.2, KL 2-3008  
A. C. McCHESNEY, Jury Commissioner,  
305 City Hall, Z. 2  
TRAFFIC FINES BOARD, 164 City Hall, Z.2, KL 2-3008  
JAMES M. CANNON Chief Division Clerk

### GRAND JURY

457 City Hall, Z.2, UN 1-8552  
Meets Monday at 8:00 P.M.  
WILLIAM H. DAVIS, Foreman  
MRS. BERTHA MANCUSO, Secretary  
DAVID F. SUPPLE, Consultant-Statistician

### ADULT PROBATION DEPARTMENT

550 Montgomery St., Z. 11, EX 6-2950  
JOHN D. KAVANAUGH, Chief Adult Probation Officer

### Adult Probation Committee

Meets at call of Chairman and 2nd Thursday each month  
KENDRICK VAUGHAN, Chairman, 60 Sansome St., Z. 4  
MAURICE MOSKOWITZ, Secretary, 2900 Lake St., Z. 21  
JACK GOLDBERGER, 109 Golden Gate Ave., Z. 2  
RAYMOND BLOSSER, 670 Monodnock Bldg., Z. 3  
FRED C. JONES, 628 Hayes St., Z. 2  
ROBERT A. FEARBODY, 456 Post St., Z. 2  
FRANK RATTOL, 526 California St., Z. 4

### YOUTH GUIDANCE CENTER

375 Woodside Ave., Z. 16, SE 1-5740

THOMAS F. STRYCKLA, Chief Juvenile Probation Officer

### Juvenile Probation Committee

Meets at call of Chairman  
MERRIEL E. COOLEY, Chairman, 1100 Sacramento St., Z. 8  
MRS. FRED W. BLOCH, 11, York St., Z. 17 Jackson, Z. 18  
ROY N. BUELL, 445 Bush St., Z. 8  
REV. JOHN A. COLLINS, 420 - 7th Ave., Z. 21  
JACK GOLDBERGER, 109 Golden Gate Ave., Z. 2  
MRS. EDGAR H. LION, 2790 Green St., Z. 23, WA 1-0363.  
JAMES S. KEARNEY, 1871 1/2 5th Ave., Z. 23  
MRS. MARSHALL MADSON, 2050 Valley St., Z. 23,  
FI 6-1222  
REV. JAMES M. MURRAY, 1825 Mission St., Z. 3

### OFFICERS APPOINTED BY MAYOR

#### CHIEF ADMINISTRATIVE OFFICER

289 City Hall, Z.2, HE 1-2121  
**THOMAS A. BROOKS**  
KEC. KLINE, Executive Secretary  
MARIAN T. FETT, Confidential Secretary

#### CONTROLLER

109 City Hall, Z.2, HE 1-2121

**HARRY D. ROSS**  
WREN MIDDLEBROOK, Chief Assistant Controller

#### LEGISLATIVE REPRESENTATIVE. FEDERAL.

MARVIN E. LEWIS, 705 Market St. EX 2-2427

#### LEGISLATIVE REPRESENTATIVE. STATE

DONALD W. CLEARY

223 City Hall, Z. 2, MA 1-0163 and HE 1-2121

Hotel Senator, Sacramento 17 (during sessions)

### DEPARTMENTS UNDER THE MAYOR

#### ART COMMISSION

100 Larkin St., Z.2, HE 1-2121  
Meets first Monday of each month at 3:00 P.M.  
HAROLD L. ZELLERBACH, President, 314 Battery St., Z. 11  
JOHN H. HOGAN, Vice President, Mills Tower, Z. 4  
WILLIAM S. ALLEN, 461 Bush St., Z. 8  
DOUGLAS RAYL, 6 Gales St., Z. 4  
CHARLES H. KENNEDY, 230 Jones St., Z. 2  
OSCAR LEWIS, 740 Union St., Z. 22  
MRS. ALICE G. POYNER, 1845 Franklin St., Z. 9  
GEORGE T. ROCKRICE, 524 Sacramento St., Z. 11, EX.  
2-7479  
ANTONIO SOTOMAYOR, 31 E. Roy Place, Z. 9  
GORDON G. WOODS, 611 Wisconsin, Z. 7.

#### Ex-Officio Members

Mayor  
President, Calif. Palace Legion of Honor  
President, City Planning Commission  
President, de Young Museum  
President, Public Library Commission  
President, Recreation and Park Commission  
JOSEPH H. DYER, JR., Secretary

#### CITY PLANNING COMMISSION

100 Larkin St., Z.2, HE 1-2121  
Meets first Monday of each month at 2:30 P.M.  
ERNEST E. WILLIAMS, Pres., 2125 15th Ave., Z. 16  
WILLIAM EUGENE PRINCE, V. Pres., 3421 Pacific Ave., 18  
MICHAEL J. BUCKLEY, 131 California St., Z. 8  
WILLIAM D. KILDUFF, 160 Montgomery St., Z. 4  
ELMER J. TOWLE, 12 Howard St., Z. 3

#### Ex-Officio Members

THOMAS A. BROOKS, Chief Administrative Officer  
JAMES H. TURNER, Manager of Utilities  
PAUL OSTERMANN, Director of Planning  
JOSEPH MIGNOLA, Secretary

#### CIVIL SERVICE COMMISSION

151 City Hall, Z.2, HE 1-2121  
Meets every Friday at 4:00 P.M.  
FRANCIS P. WAGH, President, 68 Post St., Z. 4  
WM. A. LAHANIER, 151 California St., YU 6-0968.  
CHARLES T. McDONOUGH, 26 O'Farrell St., Z. 8  
WM. L. HENDERSON, Sec. and Personnel Dir.

#### DISASTER CORPS

43 Hyde St., Z.2, UN 3-6140

**MAYOR ELMER E. ROBINSON, Commander**  
CHIEF ADM. OFFICER THOMAS A. BROOKS, Vice-Com.  
REAR ADM. A. G. COOK, UN (Ret.) Director  
ALEX C. McCAUSLAND, Public Information Office

#### EDUCATION, BOARD OF

155 Van Ness Ave., UN 3-4680

Meets first and third Tuesdays at 7:30 P.M.

MRS. GEORGE A. HINDLEY, President, 29 Serrano Dr.  
MRS. CLARENCE COONAN, 2531 Filbert St.  
CHARLES J. FORD, 111 Valencia St.  
BERT LUTZ, 465 California St., Z. 4  
JOHN C. LEVINSON, 311 Howard St., Z. 3  
CHARLES C. TROWBRIDGE JR., 155 Sansome St., Z. 4  
ADOLFO DE'URISTO, 512 Van Ness Ave., Z. 2

DR. HERBERT CLISH, Supt. of Schools and Secretary

#### FIRE COMMISSION

2 City Hall, Z.2, HE 1-2121

Meets every Wednesday at 4:00 P.M.

MAY SOBEL, President, 140 Second St.  
THOMAS J. RIGORDAN, 735 Market St., Z. 3  
LEO H. SHAPIRO, 68 Post St., Z. 4  
FRANK P. KELLY, Chief of Department  
CARL F. KRUGER, Chief, Division of Fire Prevention  
and Investigation  
THOMAS W. MCCARTHY, Secretary

#### HOUSING AUTHORITY

440 Turk St., Z.2 OR 3-5801

Meets first and third Thursdays at 10:00 A.M.

H. E. AYER, Chairman, 801 California St., Z. 8  
CHARLES J. JUNG, 222 1/2 Washington St., Z. 11  
AL F. MAILLOUX, 200 Guerrero St., Z. 3  
B. L. HAVISIDE, 40 Spear St., Z. 5  
LLOYD E. WILSON, 25 Van Ness Ave., Z. 2

JOHN W. BEARD, Executive Director

#### PARKING AUTHORITY

500 Golden Gate Ave., Z.2, FR. 6-1565

Meets second Wednesday each month at 7:30 P.M.  
Room 228, City Hall

RANDOLPH HALE, Chairman, 1760 Montgomery St., Apt.

DAVID THOMSON, 65 Berry St., Z. 7  
WALTER A. HAAS, JR., 98 Battery, Z. 11  
ALBERT H. JACOBSON, 299 Lake St., Z. 21  
HAROLD A. BERLINER, 136 Mississippi, Z. 10  
VINING T. FISHER, General Manager  
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YOUNG SCOUTS GET EXPERT'S IDEAS ON PLAY-ACTING

(Middle, left to right): Burgess Meredith and Scotty McKay, stars of "Teahouse of the August Moon," look with a theatrical eye at the props Cub Scouts (*extreme left*) John Mohorovich and John Mueller (*extreme right*) will use in their own show, the Scout-O-Rama, coming to the Cow Palace April 29-30. The 8 year old Cubs will play "knights of yore" in the big Scout show with a cast of thousands. They visited backstage at the Curran to sell some tickets and get some showmanship advice for their own show from the cast of "Teahouse." The big Scout tickets sales campaign for the Scout-O-Rama officially opened throughout San Francisco Friday, April 1.

— Photo by George Shimmoun

## Peter E. Lakin, Civic and Business Leader, Heads 1955 Scout-O-Rama, San Francisco's Big Boy Show

PETER E. LAKIN, civic leader and president of Peter Lakin, Associates, has been named chairman of the 1955 Scout-O-Rama.

This is San Francisco's biggest boy's show and hundreds of Cub Scouts, Boy Scouts and Explorer Scouts from every district in the city will perform in the extravaganza April 29-30 at the Cow Palace.

With a cast of thousands of Scouts, this year's show is expected to be the biggest ever produced by the San Francisco Scout Council, and thousands of parents and volunteers throughout the city will assist in its organization.

As chairman of the Scout-O-Rama, Mr. Lakin heads a committee of hundreds of San Franciscans from den mothers to professionals who will be responsible for the planning and staging of this massive Scouting show.

Mr. Lakin, retired vice president of the Pacific Coast Branch, Shell Oil Co., was associated with the oil company for 39 years in the Northwest, St. Louis, Chicago, New York, and then back to the West Coast. He formed his own company associated with the oil industry, last year.

He is a member of the Executive Board of the San Francisco Scout Council, and is chairman of the civic affairs committee of the State Chamber of Commerce. He is also a member of the Board of Governors of the San Francisco Bay Area Council, the Community Chest, and the United Crusade.

Nearly the entire boy membership of 10,000 Cub Scouts, Boy Scouts and Explorers will participate in the Scout-O-Rama. The Scouts will make costumes and props for their own acts.

The giant boy spectacle, staged in the arena of the Cow Palace on the evening of April 29-30, will feature a series of eight, circus-type acts. All phases of Scouting will be represented in the show from historical skits and Indian dances by Cub Scouts, demonstrations by Scouts, to a mass Sea Scout exhibition.

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Mr. Lakin as chairman of the Scout-O-Rama is working with the following committee:

Henry E. Sloss, president of Sloss & Brittain; A. L. Vollmann, theatrical producer; Jules Irving, Professor of Drama, S. F. State College; Robert L. Rose, Stephen J. Daly, Brunscher Wheeler & Staff; Edward Schareff, Fireman's Fund Insurance Co.; Garland Morse, Sylvania Electric Products Inc.; Raymond E. Marks, Southern Pacific; John Samter, P.G.&E. and Col. H. E. Fillingim, 6th Army Engineers, Presidio of San Francisco.

Other committee members include David O'Berry, Robert Raymond, E. E. Hundley, L. A. McWilliams, Abe Mittler, A. L. Vollmann, McGregor Folsom, Peter Abenheim, William Hastings, Leslie Davis, Bruce Roundbush, William Feick, and Max Dabin.

The Scout-O-Rama alternates each year with the Scouting Exposition, as the annual show staged by San Francisco Scouts. It provides the Scouts with months of program material, gives them an opportunity to earn money for their Packs, Troops and Explorer Units through the sale of tickets and enables them to demonstrate all phases of the Scouting program to the people of San Francisco.

## Chamber Leader Named to Greeters' Group; Hospitality Week Proclaimed by Mayor

Nathan Most, President of the Chamber's World Trade Association, has been named to the Board of Directors of the International Hospitality Center, 421 Powell Street, which provides hospitality to visitors from overseas. Alvin C. Eichholz, Manager of the Chamber's World Trade Department, was selected a director.

Other new directors, announced by Center President Thomas J. Davis, Jr., are: Harry Brawner, Jr., Junior Chamber of Commerce International; R. J. Barbieri, Bank of America N.T. & S. A. and Rotary Club; Lawrence McFaddin, Crown Zellerbach Corporation; Ranome Cook, Vice President, American Trust Company; and F. M. Nonaka, former President, Japanese Chamber of Commerce.

Mayor Elmer E. Robinson has proclaimed May 1-7 inclusive as International Hospitality Week in San Francisco and has requested citizens to cooperate with the Center in its program.

During the past 10 months nearly 1,700 visitors from abroad have been given home hospitality, driven on sightseeing tours and provided a large variety of other services. The Center's volunteer lists include over 250 hostesses, 200 drivers and nearly 100 committee and office workers.

## Armed Forces Day Event To Be Co-sponsored by S.F. Chamber, Ad Club

Armed Forces Day will be observed by the San Francisco Chamber and the San Francisco Advertising Club at a jointly-sponsored luncheon Wednesday, May 15, in the Gold Room of the Sheraton-Palace Hotel.

Rilea W. Doe, vice president, Sarafway Stores, Inc., will be the



JOHN H. HOEFER, Chairman Advertising Club Armed Forces Luncheon

speaker of the day; his subject will be "Is It Worth Defending?" Doe recently completed a nationwide study tour of army installations and defense plants at the invitation of Defense Secretary Charles E. Wilson. Doe in his luncheon address is expected to report the "civilian's viewpoint" of the nation's defenses.

John Hoefer, vice president, Hoefer, Deitrich & Brown, will be chairman of the event, with Advertising Club President M. A. Mattes opening the meeting. Chamber President Thomas J. Mellon and other Chamber officials will share the head table with top-ranking military officers of the Bay Area.

Reservations for the luncheon at \$2.50 each may be secured from the Advertising Club at YUKON 6-3878, or the Chamber, EXbrook 2-4511, Extension 58.

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# UNITED BAY AREA CRUSADE HOLDS ENTHUSIASTIC MEET AT TREASURE ISLAND



Little Johnny Heisner, (center), was named an honorary member of the board of governors of the newly formed United Bay Area Crusade at UBAC's first organizational meeting Tuesday on Treasure Island. (Left), Duncan Currie of Richmond's Crusade, who was named a vice president, and (right), Frederic B. Whitman, the new UBAC president. Little Johnny is a symbol of Crusade service. He has been in and out of the hospital 32 times at a cost of nearly \$20,000 in his short eight years. His mother pays what she can; the Crusade makes up the difference.



(Left to right,) Paul J. Cushing, a vice president of UBAC and East Bay Crusade leader, Ray R. Eppert, featured speaker from Detroit and Frederic B. Whitman, new president of UBAC. Whitman and Cushing were elected to office at UBAC's formal inauguration on Treasure Island Tuesday. Eppert came from Detroit which has the largest Crusade in the nation to praise the Bay Area for its magnificent job of community planning.

## PROPERTY TAXES OF PG&E AGAIN SET NEW RECORD

Treasuries of 49 counties, 192 cities and more than 1,500 school and other special districts in California took on healthier looks as final installments on Pacific Gas and Electric Company's annual property taxes arrived. The total of \$41,272,764 represented another record for the State's largest individual property taxpayer and bettered last year's previous high of \$35,585,395 by more than \$5,686,000.

The whopping figure was only a portion of the total tax bill for the Company, which for the first time in history broke the "century mark" and reached to \$103,886,000. This amounted to nearly \$12,000 an hour, every hour in the year.

Of the total taxes, the largest share went to the Federal Government, \$53,900,000. Local property taxes were the second largest. Then came the State of California with collections of \$4,699,000, local franchise payments in the amount of \$2,099,000 and another \$1,906,000 for city and state sales and use taxes.

School districts, last year's largest recipients of the property tax monies, gained more than \$2 million this year but yielded first place to the county treasuries. The counties collected \$18,323,000 and the schools \$17,833,000. Cities re-

ceived \$2,629,000 and other districts \$2,100,000.

"These payments by private enterprise," commented Norman R. Sutherland, PG&E vice president and general manager, "contrast sharply with the almost complete tax exemption with which government-operated utilities are favored. Our tax payments represent 25.3 cents out of every dollar of revenue."

St. Helena is the second city in size in Napa County and is in the center of the grape growing district, and is the gateway to the county's health and summer resorts.

Napa River is one of the three naturally navigable rivers in the State of California.

Mission San Miguel is the Novitiate of the Franciscan Fathers of California.



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(Continued from Page 5)

"My administration has maintained a sound policy of economy. At the same time, under my direction there has been carried out a progressive, expanded program of rehabilitation of jail inmates, as well as a modernization of our jail facilities.

"Grand jury reports from 1952 have been most generous in complimenting this office in all its activities, noting especially the cleanliness of our four county jails, the efficient preparation and serving of wholesome and varied food—all of which has been done with a restricted amount of funds.

"Many helpful suggestions contained in Grand Jury reports have been carried out, and others are in the process of being put into practice.

"The many matters attendant upon rehabilitation and education of inmates, together with an enlarged work program, have been given priority attention. This program must be and will be continued.

"It has been my thought to have every able-bodied inmate take part in a program of raising cattle and poultry, and well as producing vegetables and fruits. Eventually

we can produce enough fresh meat to make our county jails self-supporting.

"It is my goal to accomplish the above-mentioned result by adding each year more livestock and poultry. We already have the required land at our San Bruno institution, so that with anticipated funds this goal will be reached.

"Employees in the Sheriff's department have been most co-operative and have been mindful of my policies regarding intelligent economies, cleanliness of our institutions and the orderly procedure effected both in the county jails and in the Civil Department.

"The Sheriff's Advisory Board has been of great assistance in

helping to see that suggested improvements are put into effect.

"The people of my city have honored me in the past by electing me twice to serve in the State Legislature and on three occasions to serve as a member of our Board of Supervisors.

"It is my sincere hope they will return me to the office of Sheriff in the election next November."

The Overland Telegraph Company established communications between San Francisco and New York on October 24, 1861.

The lowest temperature ever recorded in San Francisco was 27 degrees F., the highest 101.



Welcoming the San Francisco cable car to the California International Flower Show in Los Angeles are (left to right): Reed Robinson, president of the Redwood Empire Association, who flew down from San Francisco for dedication ceremonies; Mrs. Leiland Atherton Irish, vice-president of the Women's Division, Los Angeles Chamber of Commerce, and Manfred Meyberg, general chairman of the Flower Show.

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## REED W. ROBINSON, REDWOOD EMPIRE HEAD, ATTENDS S.F. CABLE CAR CEREMONIES AT L.A. FLOWER SHOW

REED W. ROBINSON, PRESIDENT of Redwood Empire Association, headed a group of Northern Californians who attended "San Francisco Day" at the Los Angeles International Flower Show March 13.

Robinson was present at the formal presentation of a "retired" California Street cable car to the

City of Los Angeles and also participated in a ceremony centering around an elaborate redwood forest exhibit installed by a large seed company.

Loan of the antiquated car for display at the show and subsequent exhibit in "Travel Town" in Griffith Park was arranged throughout Thomas A. Brooks, San Francisco's chief administrative officer.

The car is of the 1907 vintage and saw continuous service until its retirement late last year. For almost half a century it dinged up and down San Francisco's Nob Hill, serving the city's financial and fashionable residential districts as well as its less pretentious neighborhoods.

The cable car exhibit was designed and promoted by Charles Levitt, Redwood Empire Association publicity representative in Southern California. Levitt also directed publicity for the flower show.

Officials of an organization called DSF, meaning displaced San Franciscans, added a nostalgic touch to the presentation ceremony. With funeral solemnity they christened the old car with water from San Francisco Bay and scattered near its grains of sand from the beach near the Cliff House.

The cable car was the center of an elaborate setting depicting San Francisco points of interest.

The redwood forest exhibit was replete with a lighted backdrop



REED W. ROBINSON  
President, Redwood Empire Assn.

portraying more than 100 redwood trees, a waterfall, mountain stream and a ranger's cabin surrounded by flowers.

Robinson described the exhibit as one of the most authentic reproductions of a Redwood Empire scene ever presented outside Northern California.

Through the medium of the show, he added, Redwood Empire attractions and Golden Gate Bridge are receiving newspaper, magazine, radio and TV publicity throughout Southern California.

Show officials estimated that in excess of a quarter-million persons viewed the exhibits before the close of the show on March 20.



ALVIN C. EICHHOLZ  
Manager, World Trade Department  
San Francisco Chamber of Commerce

## Local Trade Experts Named Consultants to Tokyo Fair

Alvin C. Eichholz, Manager of the Chamber's World Trade Department, and John J. Judge, Manager, San Francisco Field Office, U. S. Department of Commerce, will represent the United States as consultants to the International Trade Fair in Tokyo May 5-18.

They will serve on a four-man committee which will visit the leading cities in Japan, conferring with trade, financial and industrial leaders on mutual marketing problems prior to the opening of the fair. They will also act as general consultants to the fair officials in matters pertaining to U. S. participation.

The selection of Eichholz and Judge reflects "high honor" on the Chamber and the community. Chamber President Thos. J. Mellon said, "San Francisco will unquestionably benefit from the expe-



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## WHIT HENRY

(Continued from Page 3)

- Some stores unhesitatingly give refunds, exchanges, or return deposits. A store grants this as a "privilege" rather than as legal obligation. Necessary exceptions include certain intimate articles, such as combs, bathing suits, mattresses, etc., which, for health reasons and for your protection, are generally not returnable. Also, generally, there is a restriction that returnable merchandise must be returned in good condition within three business days for credit, refund, or exchange. In addition, these stores frequently offer soiled, damaged, seasonable, or marked-down merchandise as "all sales final."

### SIGNED CONTRACTS

If, in the course of a transaction, you are asked to sign a contract, be sure to read it thoroughly and understand its terms. The reason is obvious. Your signature to a contract means that you have agreed to all its terms and provisions. Be sure that any important verbal representations on which you rely are put in the contract.

READ BEFORE YOU SIGN.  
KNOW WHAT YOU SIGN.  
KEEP A COPY.

\* \* \*

### SUMMARY

Whether you can return merchandise for credit or refund depends entirely upon the policy of the company with whom you do business. There is no outside agency which can force refunds for customers. Each shopper should trade with the stores which give her the privileges she wants.

Stores are not required to post signs that "all sales are final," nor are they required to post signs regarding refunds, or exchanges, although some stores may do so or may provide such notice on sales slips.

In the case of a store whose policy is unknown to you and which states the merchandise can be "returned," you should establish whether it can be returned for a refund or only for an exchange.

If a seller misrepresents, or if the merchandise is defective, you are justified in expecting satisfactory adjustment or a refund. Otherwise, because you "change your mind," you have no more legal right to a refund than the merchant has to ask you to return the merchandise he sold to you because he changed his mind and didn't want to sell it. On the other hand, a promise to refund or exchange, as part of the original transaction, should be honored.

Some stores make refunds because it is their policy to do so, not because they are required to. It is a "privilege" they extend to their customers. It is "privilege"

that should not be abused by needless return of merchandise, which adds tremendously to the cost of doing business and penalizes all customers.

A reliable store is always anxious and ready to correct its errors. Give it a chance to do so. Report cases of fraud or misrepresentation to your Better Business Bureau. It will try to help you.

## 'Golden Fleet' Captains Meet, Plan Year's Cruises

Twelve yachtsmen of the Great Golden Fleet of the San Francisco Chamber of Commerce recently held a rendezvous aboard their Commodore's new flagship, the "Adventure," in San Francisco Yacht Harbor and charted activities for the balance of 1955.

They also witnessed presentation by Commodore Dan E. London of



DANIEL E. LONDON

Commodore Great Golden Fleet  
San Francisco Chamber of Commerce

Commission Certificates to Leland Connick, Tracy Harron and George Olsen.

Other captains who participated in the shipboard get-together were Harry Banusch, Vernon S. Dallman, Douglas Dorn, James W. Elliott, Eelden S. Gardner, Louis L. Levy, Les Vogel, Jr., and W. E. Weisberger.

Tentative plans were made for goodwill cruises as follows:

Stockton-Sacramento, May 19-20  
Vallejo-Mare Island, mid-June  
Peninsula (Palo Alto or Redwood City), September.

The Fleet captains further agreed to prepare documents to be given as mementos to guests in the future, following a suggested form submitted by Captain Elliott.

The Chamber's Great Golden Fleet, rare in chamber of commerce work, was considered the first of its kind in the world when formed in 1950. Its work consists solely of goodwill activities in connection with visitors to San Francisco, and trade development.



# Debate On Full Time Supervisor Plan Before Citizens' Political Advisory Board April 27

**EDWARD T. MANCUSO**, public defender and former supervisor will take the affirmative and William Mooser, member of the charter revision committee, will take the negative on the question: "Should we have a full time Board of Supervisors?" at the next meeting of the Citizens' Political Advisory Board on Wednesday, April 27 at 8:00 P.M. at Jeannette's on Geary Boulevard at 17th Avenue.

President Allen Spivock announced that the meeting is open to the public and, preceding the debate, there will be a short business session, including a discussion on the "Borough System for a Greater San Francisco."

Officers of the Political Board for this year are, in addition to President Spivock: Jean B. Hanno, 1st vice-president; Felton Perkins, 2nd vice president; James McElroy, 3rd vice-president; M. A. Warren, secretary; Edgar Bornstone, treasurer; Emmett F. Walt, marshal; and directors, Paul Buder, Ralph Leon Isaacs, Paul W. Lanning and George Cerasi. Ray Brubaker is secretary emeritus and Jack Wagner is public relations director. All of the above officers have been prominent in civic and improvement club activities.

The Board now has almost 1,500 members and was organized in 1947 as a non-profit and non-partisan group to obtain the best public officials and to advise the public on these and on the ballot propositions. Membership dues are only \$1.00 per year and any citizen of San Francisco is eligible to join. The Citizens' Political Advisory Board is the largest political group in San Francisco which indorses by majority vote of its entire membership.



ALLEN SPIVOCK, President  
Citizens Political Advisory Board

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# American Industrial Development Council Selects San Francisco As Site for 1956 Annual Meet

SAN FRANCISCO was chosen as the site of the 1956 meeting of the American Industrial Development Council by the members of the organization at their annual meeting in Washington, April 3-6.

The selection of San Francisco marks the first time in the thirty-one year history of the organization that a site outside of Washington has been chosen for the convention. Approximately 450 members and their wives are expected to attend the meeting which will be held April 11-14. The AIDC membership includes managers, consultants and developers from all parts of the nation.

Frank E. Marsh, general manager of the San Francisco Bay Area Council, was elected vice president of the AIDC at the meeting. Other Bay Area residents who attended include Charles L. Hamman, Standard Research Institute; Guilford W. Koch, Alameda County New Industries Committee; and Stuart Parry Walsh, Industrial Planning Associates.



FRANK E. MARSH  
Exec. Vice-Pres. and Gen. Manager  
San Francisco Bay Area Council

# Edmund A. Hartsock Desk & Derrick Club Guest Speaker Apr. 13

Edmund A. Hartsock, Assistant to Vice President F. S. Bryant, Standard Oil Company of California, addressed the members of Desk and Derrick Club of San Francisco at its regular monthly dinner meeting held Wednesday, April 13, at the Hotel Bellevue, San Francisco.

"What the Supreme Court's Decision in the Phillips Case Means to You" was the topic of Mr. Hartsock's address. Hartsock reviewed the general history of the case and advised the members on its present status.

Yerba Buena's (San Francisco) first council was organized Dec. 7, 1834.

The principal use of the wood of Pacific dogwood trees is in the manufacture of shuttles used in textile weaving.

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SALLY STANFORD HAS "BLOW-OUT" AT VALHALLA!

Celebrating the fifth anniversary of Valhalla, Sausalito's famed restaurant Sally Stanford, proprietor, baked a cake—or at least somebody did—and the photographer caught Sally in the time honored custom of blowing out the candles, five in number. Next to Sally, and hoping she'll make it in one blow, is Frank Bosl, president of the Sausalito Chamber of Commerce, while on the right is John M. Harlan, editor and publisher of the Sausalito News.

According to the News, a representative group led by Mayor and Mrs. Alan H. Scurfield gathered at the Valhalla to honor Sally for having brought thousands of persons from all over the United States to her famous restaurant, and thereby favorably publicizing the Marin County center.

Chamber President Bosl presented the cake and congratulated Sally upon her accomplishments. A good time was had by all, including Sally. In spite of the concentration and determination shown in the photo, we learn Sally did not make it with one blow!

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# CITY-COUNTY RECORD

Vol. 22 — No. 5  
MAY, 1955

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THE MAGAZINE OF GOOD GOVERNMENT



**PACIFIC QUEEN.** Theme Ship  
*1955 World Trade Week of the Golden Gate Trade and Maritime Festival*

# A report to Mr. and Mrs. San Francisco....



The Board of State Harbor Commissioners of the Port of San Francisco wishes to take this opportunity to report to you on the Harbor's progress in the past year and to outline its ideas for future development.

While San Francisco experienced a decline in trade—as did all other world ports—due to upset world conditions, nevertheless the value of cargo passing over its piers totalled almost a HALF BILLION DOLLARS. Once again the Port of San Francisco is first in trade on the Pacific Coast, a position it has held for a century.

Many factors have contributed to this traffic record, not the least being the long-range modernization program in progress since the war.



To date this has provided the Port with unexcelled cargo handling facilities including a cotton terminal; million-bushel grain elevator; refrigeration terminal; bulk copra plant; 14-acre foreign trade zone; unified ship-truck terminal at Piers 30-32 and the 29-acre Mission Rock Terminal, largest overwater wharf on the Pacific Coast. This year work was begun on the \$2,000,000 conversion of Piers 15 and 17 into another unified terminal.

It must not be forgotten that costs of improvements have been borne out of revenue and that the Port of San Francisco—a \$120,000,000 public utility—has, over the past 93 years, been completely developed and operated out of revenue without cost to the taxpayers or aid from the State of California.



Another step forward during the year was the beginning of construction on the World Trade Center at a cost of \$2,000,000. Its completion next year will provide a great stimulus to world commerce for the Bay Area and the State of California.

Be assured that the one aim of the members of the Board is to maintain the Port's economic and competitive position.



To this end, the Harbor Board maintains a world-wide program of port promotion and advertising. We also believe that such a program has to be linked with other elements of sound port operation to be effective. In carrying out this interrelated program, the Harbor Board—like any other public agency—must keep in mind its obligations to operate on a sound financial basis.

It is no light task, for the problems of a great world port such as San Francisco are many and complex. But we will work unceasingly toward the solution of these problems to the greater success of the Port and those it serves.

## BOARD OF STATE HARBOR COMMISSIONERS

*Cyril Magnin, President*

*Harold T. Lopez*

*Henry J. Buddie*

## PORT OF SAN FRANCISCO

*Charles Tait, PORT DIRECTOR*

TRADE — FIRST IN FACILITIES ON THE PACIFIC COAST

## Foreign Trade Increases Here

Foreign trade through the San Francisco customs district, as well as other Pacific Coast districts, showed substantial gains in January over the previous year, the U. S. Department of Commerce reports.

San Francisco district exports rose to \$34,377,232 for the month, compared to \$33,113,151 for the same month last year.

Imports were up to \$33,321,832, against \$30,826,254 last January.

## NETHERLANDS CHAMBER HAS PROFITABLE YEAR

President J. W. M. Schorer of the Netherlands Chamber of Commerce of San Francisco and Pacific Coast Manager of the Holland-America Line, was host to a distinguished gathering at the Chamber's Annual Luncheon on April 21 at the Fairmont Hotel.

Mr. J. D. Zellerbach, President, Crown Zellerbach Corp., and former head of the ECA Mission to Italy, was the speaker. He reported on a recent informal meeting he attended in Europe of Western Europe's business and governmental leaders. The meeting's agenda, he said, dealt with current economic and political relations. He reported that the consensus of opinion is that the less developed countries, namely the neutrals, need economic aid. This aid, it was said, must give hope and an objective to work towards. In these countries, he stated, the opinion is that they cannot be any worse off than they are and that they might otherwise as well try Communism.

D. Koetser, executive secretary of the Chamber reported that his staff's activities, directed principally at trade promotion by bringing American and Dutch firms together, is reflected by the 4000 outgoing letters during the year, and the fact that the Chamber's offices were visited by over 600 people from all parts of the world. Membership numbers 150.

## Marine Exchange Secures Aids for Bridge Channel

The Marine Exchange has succeeded in securing the installation of radar reflector screens on the piers of the Richmond-San Rafael Bridge. This aid to vessels negotiating the bridge channel reduces the danger of striking the bridge structure. Several bay craft have already done so.

Action to secure the aids was initiated by Exchange director, Fred Galbreath, who cited the need for markers or buoys on the approaches to the bridge due par-

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ticularly to the tide and current-induced slip experienced by vessels while passing through the channel.

Negotiations with the Army Engineers and the Coast Guard to determine whose responsibility it is to place markers or buoys has succeeded in securing the desired aids to navigation.

Alaska was organized as a territory in 1912.

California had 406 hospitals with 113,958 beds in 1953.

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*The City and County of San Francisco Salutes*

# Golden Gate Trade and Maritime Festival



By HON. ELMER E. ROBINSON  
Mayor, City and County of San Francisco

**S**INCE THE DAYS when San Francisco was the port of call for "square-rigged ships" from 'round the Horn, this beautiful city by the Golden Gate has beckoned to those of adventurous spirit the wide world over.

It's magnificent bridges, truly the world's eighth wonder, vie with its aged Mission Dolores, birthplace of civilization on California's golden coast, to present the charm and magnitude of California's first city — San Francisco.

The entire State is growing in population and national importance, both politically and commercially, and San Francisco and the entire Bay Area is keeping in stride with this growth.

It is with the utmost confidence that we predict continued growth and prosperity for the entire West, for transportation facilities have expanded the trading areas of our larger cities to include the hinterlands, rich in the agricultural and mining treasures without which growth would have been impossible.

Great ships of both air and sea contribute much to the economic stability of this city which has long been the terminus of great trans-continental railroad. Commerce, agriculture, manufacturing and small business have added their proportionate share to those attributes which have made San Francisco great.

San Francisco will, as in the past, obtain its proportionate share of the growth of California and the West and I can assure you, will bear its proportion of the increased responsibilities involved. It is with the utmost confidence in the future of California and of the City of San Francisco, of which I have the honor to be Mayor, that I attest to the sagacity of Horace Greeley in his admonition to "Go West"— for the progressive spirit of the West still beckons.

/s/ **ELMER E. ROBINSON**, Mayor  
City and County of San Francisco



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## San Francisco Observes 1955 Annual Golden Gate Trade and Maritime Festival

**SAN FRANCISCO'S GREAT HARBOR**, the ships and men that have made the City by the Golden Gate one of the world's great ports and centers of international trade and finance, and other attributes of the world-famed port are being saluted this month by the San Francisco Chamber of Commerce, its World Trade Association, the Propeller Club (Port of San Francisco) and the San Francisco Junior Chamber of Commerce.

In an annual observance of the "Golden Gate Trade and Maritime Festival," May 16-28, the city's international trade and maritime groups are joining forces in a two-week observance to accent the value of world commerce through the Port and to point up to "Mr. and Mrs. San Francisco" the importance of international trade to their everyday lives.

Cooperating in the fortnight of events are San Francisco's maritime unions, the Board of State Harbor Commissioners, the City and County of San Francisco, and the Marine Exchange.

Ships, docks, manpower and facilities that have made San Francisco one of the world's great centers of international trade and finance are on display to thousands of San Franciscans. Colorful civic events will further draw public at-

tention to the commercial and maritime greatness of the "Crossroads of the World."

Joint chairmen of the celebration are Carl O. Otterberg of the Junior Chamber of Commerce and W. B. Gribble of the World Trade Week Committee of the World Trade Association.

"Our business firms and shipping interests have tremendous opportunities to expand present trade, and our program this month will point up these opportunities," said Otterberg and Gribble in a joint statement. "At the same time," they said, "we will endeavor to demonstrate to every citizen in the Bay Area the fact that our trade and commerce represent one of our greatest assets."

A complete weekend of maritime entertainment will begin Friday, May 20, with a Maritime Day parade, ceremonies on the Golden Gate Bridge honoring seamen lost



## JOINT 1955 CELEBRATION CHAIRMEN

*Left*—W. B. GRIBBLE, World Trade Week Committee of the World Trade Association.

*Above*—CARL O. OTTERBERG, San Francisco Junior Chamber of Commerce.

at sea, and a Maritime Day Luncheon at the San Francisco Commercial Club featuring Clarence Morse as principal speaker. Saturday will be highlighted by an Embarcadero Parade followed by "open house" along San Francisco's famed waterfront. Vessels of all types, union offices and other dockside institutions and facilities will be available for public inspection.

Throughout Saturday and Sunday, free bus and harbor tours will be available to the public, supplemented by world trade exhibits and equipment displays on the docks.

Throughout the following week, window displays in some 20 San Francisco stores will stress the importance of shipping and world trade. Exhibited will be products imported from all parts of the

world. Additionally, an Industrial Arts Exhibit from 14 countries will be shown at the de Young Museum.

Social highlight of the observance will be the annual International Ball to be held Saturday night, May 21, in the Gold, Concert and Rose Rooms of the Sheraton-Palace Hotel. More than a thousand are expected to attend this function honoring the San Francisco Consular Corps and students from abroad studying in the Bay Area.

A special luncheon the following Wednesday, May 21, at the Sheraton-Palace, will salute World Trade. Co-sponsoring this event will be the San Francisco Advertising Club.

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Photo by George Shummon

**HON. CHESTER RIDDOCK MacPHEE,**  
*Collector of Customs*  
*United States Custom District No. 28*



## Report on District No. 28, U. S. Customs Reveals Increased Efficiency Under Collector MacPhee

CHESTER RIDDOCK MacPHEE, COLLECTOR OF CUSTOMS for the port of San Francisco-Oakland, was born and educated in this city. Mr. MacPhee served as a member of the San Francisco Board of Supervisors for twelve years, resigning to accept the appointment of Collector by President Eisenhower in June of 1953.

Many beneficial changes have been effected since he assumed responsibility as Collector of Customs. Mr. MacPhee has conscientiously dedicated his time and efforts to the betterment of the Bureau of Customs as well as improving the service it affords the public. This has been accomplished at a saving of taxpayers' dollars.

### NOTABLE CHANGES

Among the more notable changes are:

1. Ships going direct to Stockton, California, some 80 miles away, were subject to delays and expenses as well as for reimbursable charges of the San Francisco-Oakland area. After numerous conferences by the Collector with Port of Stockton officials, the shipping industry and local Chamber of Commerce officials, an agreement was reached to include Stockton in the port area. The Collector's recommendation was concurred in by the Bureau of Customs in Washington. A full-time Customs Officer was installed at Stockton which has resulted in saving time and money for the government and a convenience to the public. Ships now enter and clear at Stockton and passengers' baggage and crews' purchases are also cleared.
2. Three Customs law enforcement divisions, for years widely separated, are now adequately housed in the Customhouse, thereby bring all customs units together in one building. Greater efficiency has resulted.

### NEEDED PROVISION

3. As it was necessary to provide a means of ingress and egress to the Foreign Trade Zone at all hours, in lieu of having a constant two-man detail at the gate, the Collector recommended locking the gate in question when feasible and placing the key under glass where it is available for all emergencies. This released four Customs Port Patrol officers for other enforcement work. As a result of a management survey made by the Bureau of Customs and the Foreign Trade Zone Board to reduce the overhead costs of the Zone's operators, a saving to the grantee of the Zone of approximately \$15,000 per year was made by reducing the Customs officers assigned for Zone security during the hours the Zone is closed. The security of the Zone is supplemented by a periodic check made by California State Harbor Police.

4. Many persons arrested on a narcotics charge readily admitted

they acquired the habit while in the military service, being uninformed on the subject, and unaware of the danger and misery of drug addiction. On the move to curtail the smuggling of drugs by military personnel, the Collector arranged conferences with heads of each military unit responsible for briefing men about to depart for overseas duty. Mr. MacPhee prepared and submitted a complete plan for assistance to military information officers. The plan met with hearty approbation from the Bureau of Customs in Washington and the Federal Bureau of Narcotics. This plan is the basis of a revitalized program now under consideration for distribution to all military embarkation areas.

### SPECIAL PATROL

5. A special patrol squad, operating in plain clothes and using their own cars, was organized and assigned to cover "hot areas" at unexpected times of the day and night. The Collector was personally commended by the Bureau of Customs in Washington for inaugurating this set-up.

6. In an effort to bring California State Narcotic laws into conformity with the strict provisions of the federal laws, the Collector asked permission to cooperate with the Federal Bureau of Narcotics to bring this about. As a result of these combined efforts, the Governor of California called a special session of the State Legislature and a bill was passed increasing penalties for narcotic violators.

7. Sixteen seamen, previously convicted of narcotic violations, employed on ships calling at San Francisco, were reported to the three maritime unions in San Francisco by Mr. MacPhee. This resulted in the dismissal of certain seamen from the Unions and removed the narcotic hazard these men presented.

### CENTRAL BUREAU

8. The idea of a central narcotics records bureau in the State Attorney General's office was proposed by Mr. MacPhee and brought to the attention of the State Attorney General.

9. Through conversation with men assigned by steamship companies to search for narcotics on board ships, the Collector learned few knew the different types of narcotics or how they might be packed or hidden. The Collector suggested to the president of one of the largest steamship companies

(Continued on Page 8)

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SAN CARLOS, first ship to enter San Francisco Bay, August 5, 1775.

## CUSTOM'S REPORT SHOWS EFFICIENCY

(Continued from Page 7)

that a school by Customs officials be conducted. This was placed in effect immediately and has proved very successful.

### SPECIAL SERVICES

10. A Special Services Detail of Customs officers now conduct searches at Fort Mason, Treasure Island and Camp Parks in a screened area and a spot-check of debarking troops and baggage is conducted. Seizures of narcotics, stolen government property and pornographic literature have resulted.

11. Through local newspapers, the public was alerted to the damage to children from certain types of fireworks imported into the country. The Fire Prevention Bureau of the San Francisco Fire Department appealed to the Collector to assist in the control of this type of import. Changes were made and a permit is now issued by the local Fire Department before fireworks move off the docks.

12. Customs enforcement officers were not trained in handling prisoners or courtroom procedure as in-service training or adequate schooling was not available on a continuing basis. An eight weeks' course of two hours per day was set up for law enforcement officers with lectures provided by the United States Customs, Customs Agency Service, Federal Bureau of Narcotics and the United States Attorney's office. A written test was given at the conclusion of the course and certificates awarded to those passing with proper notice posted in personnel files.

13. Over \$35,000 in funds, saved or unused at the end of the first term of office by Mr. MacPhee, was returned to the Bureau of Customs in Washington.

14. During his first year as Collector, an annual loss of \$58,000

in revenue was stopped by stringent control over liquor withdrawals from bonded warehouses, without the payment of Customs duty, for use on sea-going vessels and fishing crafts outside the continental limits; and \$60,000 in revenue in San Francisco alone, heretofore lost, was saved by controlling tax free liquor issued to documented and undocumented vessels. The liquors were being diverted into domestic channels by a few who abused the privileges of free withdrawals. The Commissioner of Customs in Washington issued a directive adopting this procedure making tax free liquor available only to fishing vessels contacting foreign ports. This confirmed on a nation-wide scale the merit of the policy instituted in San Francisco by the Collector wherein tax free liquor is no longer allocated to fishing vessels making short trips out of the harbor.

### NEW FORM ADOPTED

15. A new form was adopted for ship's passes under which visitor's passes are issued only to reliable persons of good repute. This has expedited examination of passengers' baggage and eliminated the possibility of persons with past smuggling records from going aboard vessels to contact crew members or passengers carrying narcotics.

16. Monies collected at the close of the Collector's first year in office amounted to over \$24,500,000.00. This was an increase of over 46% in revenue over the past ten years.

17. Cash awards for employees' suggestions was inaugurated some eight years ago. Twenty-one awards have been made to Customs employees since the program started. Because of Mr. MacPhee's

(Continued on Page 16)

# WORLD TRADE ASSOCIATION

of the

## San Francisco Chamber of Commerce



NATHAN MOST, President.  
World Trade Association  
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### Fighting Organization of World Traders and Allied Interests Sells Our Story World Wide

IN 1917, AS AMERICA ENTERED THE FIRST WORLD WAR, a group of world traders at the already important Port of San Francisco decided to band together on a professional and fraternal basis to study common problems and promote mutual interests.

From their decision evolved the Foreign Trade Club—changed in name to the World Trade Association of the San Francisco Chamber of Commerce in 1947—one of the nation's most vigorous and well-established organizations in the field of international commerce.

Today, the Chamber's World Trade Association continues in its active role of providing a forum for its more than 300 members, presenting outstanding speakers on world trade and related subjects, and energetically meeting any threat—usually on the part of a government—to the development of freer commerce among nations.

Supporting all efforts to promote and expand San Francisco's Port and World Trade, the Association has also long been active in a field which until recently has been neglected: Selling the story and the importance of trade and shipping to Californians and to the American people.

Unique in that its membership cuts across the usual distinctions drawn among various business activities, the association includes participation by export and import firms, steamship lines and agents, foreign freight forwarders and customhouse broker, foreign departments of banks, marine insurance firms, international communication companies, domestic and overseas airlines, and many others. On this basis alone, it can be said the World Trade Association is a truly representative group of San Francisco's International Commercial interests.

As a speakers' forum, the As-

sociation for one or two days up to six months—have contributed greatly to improving business techniques and procedures, introducing newcomers to the World Trade Field and generally expanding local business horizons.

But far from being a mere forum or speech-making body, the Association has also served effectively and extensively as an action organization. Take a look, for example, at some of the goals set up in its 1924 "Objectives:"

"Establishment of 'Free Zones' at the Port of San Francisco," "Lo-

cation of a Naval Base here," "Removal of the Immigration Station from Angel Island to San Francisco," "Perfection of the Golden Gate Channel for Navigation," "Construction of a New Customs Appraisers Building Here," and "Scientific Study and Cultivation of World Trade by the American People."

Anyone familiar with local developments of the past twenty years will quickly note that virtually each one of these objectives has been reached. And the fair minded will also concede that the Association, together with the San Francisco Chamber of Commerce (with which it is affiliated) can safely claim a major share of the credit for most of the long years of study and action required to secure these improvements.

But public education has and will continue to be an activity of prime importance to the Association and its members. Recognizing that any real improvement in International Commerce would have to go hand-in-hand with an enlightened American electorate—willing to back national action to lessen trade barriers—the Association early in its existence took on the task. It became the prime supporter of the observance in San Francisco each year of National World Trade Week, and actively helped in presenting the concurrent National Maritime Day programs. Together with the San Francisco Chamber of Commerce, the Association uses these occasions to emphasize to the local public the importance of the trade through the Golden Gate to their daily lives. Mr. and Mrs. San Francisco are encouraged to visit their

(Continued on Page 19)



ALVIN C. EICHHOLZ  
Manager, World Trade Department  
San Francisco Chamber of Commerce

sociation boasts a long list of distinguished visitors. At its luncheon meetings—averaging several times a month—ambassadors, presidents and prime ministers have shared the podium with commercial attaches, world travelers and commodity and area specialists. Often the programs are built around the experience and knowledge of Association members, and such panel and group discussions have been among the most informative and profitable meetings held.

A more formalized type of meeting has been the numerous seminars, conferences and institutes presented by the Association. At various times, these programs—

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# REVIEW OF PORT DEVELOPMENT AND TRADE PROMOTION ACTIVITIES OF HARBOR BOARD

RECENT COMMENT REPORTED IN THE PRESS on trade promotion for the Port of San Francisco makes it timely to review the port developments and trade promotion activities being carried on by the Harbor Board in the post-war period.

An important factor in this question is what the Harbor Board is doing to fulfill its basic responsibility—that of maintaining up-to-date port facilities to serve shipping, and of developing still other services to encourage the flow of trade through San Francisco in the years ahead.

## NEW FACILITIES

This year the Board brings to completion a twenty-million-dollar modernization program that was blueprinted in its master plan in 1946. New port facilities now in use under this program include:

Mission Rock Terminal, opened in 1950 and now ranked as the largest overwater pier on the Pacific Coast. Its cost: \$6,000,000.

Pier 30-32, a modernization of two finger piers into an integrated truck-rail ship terminal. Cost: \$2,000,000.

A bulk-loading grain terminal and elevator on Islais Creek Channel which now handles millions of tons a year of one of the port's top export commodities. Cost: \$1,800,000.

A deep water cotton shipping terminal on Islais Creek Channel with fire-proof cotton storage facilities, developed to serve the growing export movement of California cotton. Cost: \$500,000.

Establishment of Foreign Trade Zone No. 3—one of only five serving foreign traders in the United States at Pier 45 near Fishermen's Wharf. The zone, chartered to the Harbor Board by the U. S. Department of Commerce, has handled more than \$30,000,000 in imports, exports, and re-exports in the six years of its operation.

Just this year the Harbor Board has put into motion a new series of projects which promise to give the port even greater position among world harbors.

Foremost among these is the World Trade Center, which is being constructed in the Ferry Building, under a two-million-dollar Harbor Board appropriation. This center will be an ultra-modern display and office building designed exclusively to serve the buyers, sellers and shippers of goods moving in world commerce. As the only such international mart in the western U. S., it promises San Francisco an unequalled post-war opportunity to bring its port to the attention of governments and trading organizations over the world.

## TRADE CENTER

Coupled with the World Trade Center is a four-level, 700-car public parking garage to be built just north of the Ferry Building at an estimated cost of \$1,220,000. It is scheduled for completion in 1956.

A third project in the new modernization program is a two-million-dollar transformation of piers 15 and 17 into a unified shipping terminal similar to piers 30-32. With facilities like these the Harbor is making provision for king-size berthing and cargo handling piers to serve new fleets of larger United States merchant vessels that will soon be using San Francisco as their home port.

## New Harbor Areas to Serve San Francisco

Parallel with these post-war projects, the Harbor Board has car-



THE PORT OF SAN FRANCISCO'S new administrative team, which is directing an energized port promotion and construction program to keep San Francisco in the forefront of world trade. Seated, left to right: President Cyril Magnin, Commissioner Henry Budde. Standing, left to right: Commissioner Harold T. Lopez and Port Director Charles Tatt.

ried on the development of new waterfront areas so as to bring them into use as productive harbor facilities. The deepwater Islais Creek Terminals are examples of this full-scale development of hitherto unused tidewater areas, and the Harbor Board's master plan envisions further development of the southern waterfront into new and useful port facilities to serve San Francisco's harbor traffic.

## U. S. and Foreign Traffic Promotion

At the same time, the Harbor Board is engaged in a worldwide trade promotion campaign to drive home to international shippers the advantages of the port's new fa-

cilities. Trade solicitation has been greatly expanded.

The Traffic Department has been enlarged from one employee in the pre-war years to a staff of five representatives who work with steamship lines and rail and truck companies, manufacturers and forwarders in behalf of cargo movement through the port. The port has had a mid-west traffic office in Chicago since 1950, covering manufacturing and shipping centers in the mid-west and eastern regions.

The Port maintains a European traffic agency which since 1951 has been actively representing the Port in European shipping centers, aided by an overseas advertising program in leading trade publications in Northern Europe and the British Isles.

## Major Support for Bay Area Traffic Promotion

A recent undertaking of major importance is the Harbor Board's participation in the newly established Northern California Port and Terminals Bureau, whose mission is to work for changes in land and water transportation rates so as to give the San Francisco Bay Area a more advantageous competitive position in serving both domestic and foreign shipping.

The Port of San Francisco is one of seven ports and terminals, sponsoring this cooperative rate body. The other members are Oakland, Stockton, Parr-Richmond, Emcinal, Hayward, and Sacramento.

(Continued on Page 18)



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# SAN FRANCISCO — INTERNATIONAL TRADE CENTER

By THOMAS J. MELLON, President  
San Francisco Chamber of Commerce

**S**AN FRANCISCO, STRATEGICALLY LOCATED on a 450-square-mile landlocked harbor, is widely recognized as the leading international trade center on the Pacific Coast and the key to the vast western United States market.

The San Francisco Bay Area ranks first on the Pacific Coast in waterborne commerce — over 44,000,000 cargo tons in 1953, the San Francisco Chamber of Commerce reports. Deepwater commerce enters the Bay through the famed Golden Gate. Trade is the very lifeblood of the city, which rises on hills overlooking the Bay.

Centered in San Francisco are unrivaled facilities for serving International Commerce. In addition to facilities for waterborne trade, San Francisco's International Airport is one of the leading air centers of the world; the city is the terminus of a vast network of land transportation lines.

Surrounding San Francisco Bay is a 6,981-square-mile area known as the Bay Area. With a population of more than 3,000,000, it is the richest, most diversified and most significant market in the Western United States, and one of the most important in the nation.

The Bay Area comprises only 4.5 per cent of California's area, but



THOMAS J. MELLON, President,  
S. F. Chamber of Commerce

national trade and financial relations are firmly embedded in every phase of industry and commerce. Approximately 1,500 San Francisco firms are engaged in international trade. The firms deal in virtually all commodities and all markets. The thousands of industrial and agricultural products produced in the Bay Area are distributed to markets all over the world.

About 55 per cent of San Francisco's exports fall into the classifications of (1) Food Products, (2) Chemicals and Pharmaceuticals, and (3) Industrial and Electrical Machinery and Equipment. In specific commodities, raw cotton leads, machinery is second and petroleum products third. Dried fruit is next, then, in order: Rice, grains, iron and steel, canned fruit, automobiles, trucks and parts, and iron ore.

The bulk of the city's imports are foodstuffs and basic raw materials to service American industry. Coffee leads, then raw wool, then nonferrous ores. Copra follows, with newsprint paper fifth. Then, still in order, come crude petroleum, jute and burlap, crude rubber, inedible animal products and, finally, fresh and canned fish.

International Commerce in San Francisco is promoted by one of the most vigorous and well established organizations in the nation — the World Trade Association of the San Francisco Chamber of Commerce.

The World Trade Association membership includes export and import firms, steamship lines and agents, foreign freight forwarders and customhouse brokers, foreign departments of banks, marine in-



## S. F. WORLD TRADE EXPANDS

The Port of San Francisco, one of the world's great shipping centers, continues to expand and to play a key role in the economy of the western United States and the Pacific Basin. In 1953, this Port handled a total of 5,965,706 revenue tons. Intercoastal tonnage was up 3.8 per cent over the previous year and foreign tonnage was up 0.5 per cent.

Continued expansion of two-way world commerce through the Port of San Francisco is one of the S.F. Chamber's objectives under its "priority program" for economic growth during 1955. For many years the Chamber's World Trade Department has conducted an aggressive program for trade expansion and promotion of the Port.

Responsible in large measure for San Francisco's being

one of the world's leading financial and commercial centers, the Port of San Francisco represents at \$120,000,000 investment and is the city's biggest public enterprise. A postwar program of modernization has produced a \$20,000,000 array of new facilities. The one most recently placed in operation is the \$500,000 Islais Creek Cotton Terminal, pictured above — northern California's only dockside terminal expressly designed for cotton concentration and shipment.

With 12½ miles of modern waterfront facilities, an aggressive world trade expansion program and an excellent postwar labor record, San Francisco is entering an era of greatly expanded sea-borne commerce. Her shipping future is unlimited!



G. L. FOX, General Manager  
S. F. Chamber of Commerce

accounts for 25 per cent of the families and retail trade, 27 per cent of the effective buying income, 29 per cent of the salaries and wages, 50 per cent of the waterborne commerce, 40 per cent of the merchant wholesalers sales and 7 per cent of the bank debits. The net buying income of residents in 1953 amounted to 6.1 million dollars, according to the San Francisco Chamber.

San Francisco offers ample justification for its reputation as the international trade, business, financial and distribution center for the Bay Area market and the western United States. San Francisco institutions enjoy international prestige. The roots of inter-

national firms, international communication companies, domestic and overseas airlines and many others.

San Francisco is headquarters for many foreign government representatives, with whom the Chamber cooperates. San Francisco is also the district and regional headquarters for many federal agencies of the United States and the headquarters for some of the largest corporations in the nation.

Each year the San Francisco Chamber's World Trade Department actively participates in the nationally celebrated World Trade Week, a tribute to the importance of two-way International Trade in the peace and prosperity of the world.

The week is filled with such events as "Open House" at San Francisco's port facilities, celebra-

tion of National Maritime Day, and an annual International Ball honoring the San Francisco Consular Corps and students from abroad.

Part of each year's activities is San Francisco's World Trade Fair where close to 100 foreign governments, trade representatives, importers, travel agencies, banks and other organizations join in an outstanding display of products and vacation lands of the world.

Now under construction in San Francisco is a World Trade Center which will provide office and display space for firms and individuals engaged in World Trade and additional facilities for this rapidly expanding part of the city's economy.

In operation for several years has been San Francisco's Foreign Trade Zone, which the Chamber of

(Continued on next page)

## SAN FRANCISCO - WORLD CENTER

(Continued from Page 11)

Commerce was instrumental in establishing. First of the so-called "Free Zones" to be established on the Pacific Coast, this facility allows goods to be brought in exhibited, manufactured, processed or manipulated and prepared for reshipment—all before duty is paid.

Business in San Francisco's Foreign Trade Zone has steadily increased since its opening, and original facilities have been doubled in size.

The Port of San Francisco is a hundred-million-dollar public utility which meets every possible shipping requirement. It encompasses an 18-mile stretch of ship berthing space, 229 acres of covered and open wharf areas, and a total of 43 piers. Here the largest ships in the world are accommodated.

The port's general cargo piers are mostly of the one-story finger type, ranging in length from 500 to 1,300 feet, and in width from 150 to 350 feet—each side capable, in most cases, of berthing two vessels, and in every instance providing railroad spur tracks along the aprons.

More than 70 shipping lines regularly pass through the Golden Gate and some 219 steamship companies have offices or agencies here. The San Francisco customs district in 1953 accounted for 39 per cent of the Pacific Coast's total exports of \$921 million, and for over 48 per cent of the import volume of \$767 million, according to the San Francisco Chamber.

The City itself is mature and urbane, a cultural and educational center famed for gracious living.



Ted Johnson (left), Administrative Assistant to S. F. Port Director Charles Tait, with Carl O. Otterberg, S. F. Junior Chamber of Commerce, and Co-Chairman G. G. Trade & Maritime Festival, discuss plans for approaching festivities.

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"WE'LL CALL A SPADE, A SPADE"

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MAY, 1955

Since practically every race in the world is represented in its approximately 800,000 population, San Francisco has an international flavor.

Concentrated in San Francisco alone are tremendous regional supply bases and production and management headquarters for big commercial enterprises. World-wide operations are conducted from hundreds of business management headquarters in the city.

San Francisco is the second most important financial center in the United States. It is headquarters of the world's largest bank, and seven of the nation's 100 largest commercial banks are located here. The total number of banks in the city is 18.

San Francisco is the insurance center of the Western United States and California headquarters of about two-thirds of the insurance organizations authorized to do business in the state.

The San Francisco Stock Exchange holds a prominent place among the nation's largest regional security markets and contributes to expeditious handling of widely diversified financial transactions.

Recently completed and placed in operation is the new \$14,000,000 passenger terminal at San Francisco International Airport, which serves as the aerial gateway to the Western United States and the Pacific Basin.

The vast 3,655-acre International Airport, a 20-minute drive from downtown San Francisco, served the world's air traffic in the same manner that the City's world-famed harbor serves waterborne commerce and travel. Said to be one of the most modern and beautiful in the world, the airport is the natural air-age development of this cosmopolitan "Crossroads of the World."

The airport offers the most advanced facilities for flight operations and handling passengers, air mail, express and freight. Four of the nation's largest domestic air carriers and four overseas lines provide daily scheduled services for passengers, mail, express and

freight. Daily service also is provided by the two leading air freight lines.

San Francisco is served directly by four Class I railroads operating more than 27,000 miles of lines, more than 50 common carrier truck lines and bus lines radiating to all points of the nation.

One-third of the nation's capital investment in irrigation is in California.

How well  
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## De Young Museum Celebrating World Trade Week With Industrial Arts Exhibit of 14 Countries

**IN CONJUNCTION WITH WORLD TRADE WEEK** fourteen countries are represented in a special exhibition of Industrial Arts at the B. H. de Young Memorial Museum in Golden Gate Park beginning May 8. World Trade Week is May 23 through May 29.

Primarily concerned with acquainting the public with the wealth and variety of imported goods, the display also features trend-setting designs from around the globe demonstrating the vital new role being assumed by art in everyday living.

The exhibition is set up in three museum galleries as a miniature world trade fair showing the best of contemporary design in the national character of the various participating countries. Represented are: Australia, Belgium, Canada, Denmark, France, Germany, India, Italy, Japan, the Netherlands, Norway, Pakistan, Sweden, and the United Kingdom.

### SWEDEN, DENMARK

From Sweden and Denmark comes furniture superbly designed and executed for the modern smaller rooms and lower ceilings. There is also furniture from Canada and Italy including individual pieces by the noted designer, Giovanni Ponti.

A good portion of the exhibit is devoted to glassware, high-lighted by contemporary designs in crystal by Daum and Baccarat of France, crystalware from Belgium, and the famous blown glass from Venice and Germany.

The traditional makers of fine dinnerware in England and Germany display place settings as does Italy, Sweden, Denmark and Japan.

The story of the Australian mother-of-pearl shell industry is depicted in photographs and stages of manufacture from raw shell into finished articles.

### FRENCH SILKS

Dress fabrics include French silks, and woolsens from Rodier and Lesur of France, Italian silks, richly colored saris from India, brocades from Japan, and Australian silks and cottons. Scarfs and gloves from France, scarfs embroidered slippers and handbags from Pakistan, and jewelry from various countries are among the many costume accessories shown.

The exhibit particularly emphasizes housewares from around-the-world including brass and copper items from India, both stainless steel and silver hollow-ware and flatware from Sweden and Norway, inlay ivory and brassware from Pakistan, silverware from the United Kingdom, enamelware from Norway, pottery featuring designs copied from drawings by Australian aborigines, iron enamelware and a wide range of pewter objects from the Netherlands. Germany and Canada have contributed toys.

Wallpaper samples, from the United Kingdom, lighting fixtures from Denmark, Norway and Canada, sisal rugs from Holland, and hand-printed drapery fabrics from Sweden and India are among numerous examples of recent achievements in the field of home accessories and appliances.

The exhibition of contemporary industrial arts from fourteen countries is sponsored by consulates, commercial offices, and foreign chamber of commerce of the participating countries, the San Francisco Chamber of Commerce, and the World Trade Club. It will remain on view at the de Young Museum through May. The museum is open every day from 10 a. m. to 5 p. m.

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## S. F. Now Has Two Underground Garages

With the opening of St. Mary's Square Garage (above) in May, 1954, San Francisco became the first city in the nation to have two extensive underground parking facilities in operation. World-famed Union Square Garage, the first in the country, was completed in 1942.

The six-level St. Mary's Square Garage, built at a cost of \$2,100,000, has a capacity of 1,025 automobiles at one time. Opening of the garage culminated four years of planning by the San Francisco Chamber of Commerce, the San Francisco Parking Authority and city officials.

Located near the heart of San Francisco's financial district, St. Mary's Square Garage is the first major unit in the Parking Authority's off-street parking program which contemplates the extension of new off-street parking facilities throughout the metropolitan area of San Francisco.

Built under a public park, which has been carefully restored on top of the garage, the construction was privately financed through the efforts of S. E. Onorato, vice president and general manager of the corporation which has a 33-year lease on the building.

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# The Propeller Club of the United States

By HUGH GALLAGHER, Former National President  
Propeller Club of the United States

Specially written for the City-County Record

**THE PROPELLER CLUB OF THE UNITED STATES** is an organization of American shipping men and others affiliated with the shipping business. Many members of the Armed Services, Congress and civic organizations belong as well. In the main they are men whose livelihood and business is dependent on American shipping. Membership also includes shipmasters and engineers, technicians and representatives in foreign ports.

The Propeller Club has an objective and that is to promote American shipping, shipbuilding and related industries, ship supply and repair.

There is a basic and fundamental reason for a strong American Merchant Marine. In simple terms, it is because it is the fourth arm of our national defense.

The founders of the Club after World War I looked back to the appalling fact that prior to America entering that war we had only 85 ships engaged in foreign trades. They were the only ones available to carry troops, supplies and ammunition. We as a nation had neglected our merchant ships. We were content to let foreign ships carry our cargo, and they did so until their own governments, facing a deadly foe, called them all in from the trade lanes to help lift their own goods.

We were left without bottoms to carry our exports and imports. Shipments piled up, firms went broke, prices on imports skyrocketed and prices on our exports fell.

The world turned to America for cargo ships and a huge building program was started which cost

the American people three billions of dollars. It was a big price to pay for neglect of our shipping.

One would think that a lesson learned at so great a cost would be enough, but Americans again were lulled to sleep by the assurances of foreign lines that they could haul our goods cheaper and do a better job.

For a while they did—then World War II, and once more foreign ships deserted our ports. Many were sunk. America was once again asked to furnish ships to save the world. This time the lesson cost 17 billions. More than enough to have paid for building and supporting an adequate and ready fleet of merchant ships. Much of the interest of \$500 million a year now being paid by the American taxpayers could have been saved had we paid attention to the lessons of the past.

The Propeller Club as an organization is dedicated to the preservation, the building and development of our own American shipping. It generates ideas, promotes action, originates legislation, appears before congressional committees, furnishes speakers and lecturers on shipping subjects to all organizations.

(Continued on next page)



## New Terminal One of Best In World

San Francisco International Airport is the aerial gateway of the United States to the vast Pacific Basin, serving the world's air traffic in the same manner that the city's world-famed harbor serves waterborne commerce and travel. The ultra-modern airport—for the most part reclaimed from tidelands of San Francisco Bay—is the natural air-age development of this cosmopolitan "Crossroads of the World."

Located just 20 minutes from downtown San Francisco, the 3,655-acre International Airport includes a Seaplane Harbor and the world's most modern facilities for flight operations and handling passengers, air mail, express and freight. With present weather navigational aids, an average of 95.5 per cent of scheduled flights are completed.

The new airport terminal building is one of the most modern and beautiful buildings of its kind in the world. It was constructed at a cost of \$14,161,000, including the Terminal Building, concourses, air mail and cargo buildings, service building and central heating plant, utilities, aprons, roads, parking areas, walks, standby power plants, and cost of reclaiming land.

San Francisco International Airport traffic in 1953 included 115,891 planes in and out (average of scheduled landings and departures is one every 4.5 minutes), 1,927,077 passengers off and on, and 71,846,880 pounds of air mail, express and freight loaded and unloaded. The new terminal is designed to handle 3,000,000 passengers in and out each year, and can accommodate up to 5,000,000 before added facilities for expansion are placed in service.

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tions, such as Chamber of Commerce, men's clubs, women's clubs, Boy Scouts, schools, colleges—in fact no organization is overlooked which offers an opportunity to tell the important story of our American shipping and what it means to every American no matter where he lives and works.

\* Each year a Maritime Day is celebrated which focuses public attention on American ships and their personnel. The affair is generally held in seaport cities, although many others are interested because of their dependency on shipping for their imports and exports. Each year Maritime Day grows in size and importance. Speakers of national prominence participate and the President of the United States issues a national proclamation. Memorial services are held for men lost at sea.

The Propeller Club of the United States has its headquarters in New York, but each "port" as they are termed has its own officers and members. The "Port" of San Francisco, for example, is a member of the National Club. There are 126 "ports" located in America and foreign lands, and they have a combined membership

of about 15,000 men and women, all occupying important positions in shipping and related companies.

There is a National President, generally selected from one of the large shipping companies, and a National Board of Governors which acts on policy matters. The members of this Board are all men highly placed in the maritime world.

The Club has its light side as well as the serious, and get-together luncheons, golf tournaments, dances and other social affairs are held. There is a Women's Auxiliary which does great good supplying ships with books and writing letters to men at sea.

Each year a convention is held attended by shipping leaders, Government officers and others. Panels are held for discussion of current shipping problems and a course of action helpful to shipping is adopted at the final session.

The Propeller Club's present and most important plan is to prepare a motion picture which will tell in simple and direct words the fact that "Without American ships to depend on, our Freedoms end at the waterfront!"

## Curtis & Tompkins, Ltd., of San Francisco

**D**URING THE 77 YEARS which have elapsed since becoming established in 1878, Curtis & Tompkins, Ltd., of San Francisco, internationally known chemists, samplers and marine surveyors of vegetable and animal fats and oil, have continuously served the constantly changing export and import trade engaged in a wide range of commodities.

The changes in the flow of raw materials and processed foods and chemicals have been caused by many factors. Economics, transportation, wars, trade agreements, agriculture and scientific and technical developments have played and continue to play an important part in this ever-present transition.

But whether it be the changes brought about by this physical handling of oils and fats from five-gallon cans to deep tank or specially designed ship's tanks carrying 100 to 1000 tons, or the change from unloading copra by hand buckets to suction pumps; the change from the importing of vegetable oils to the export of these and animal fats, or the change from importing natural to the exporting of synthetic insecticides; the change from vitamin-bearing raw materials or pharmaceuticals to synthetic vitamins and drugs; the change from an exporting to an importing status in sardines and their by-products due to the disappearance of the California sardine in 1946; the new movements or new requirements of international trade such as the exporting of Nevada iron and other ores and

minerals, California rice or cottonseed oil and meal, Curtis & Tompkins, Ltd., have adapted themselves to the requirements at all times.

They have done this not only by maintaining an awareness to foreign trade requirements but also by keeping pace with those rapidly moving scientific developments that have had a tremendous influence on chemical raw materials, processes, synthetics, test and analytical methods and equipment.

In keeping abreast with the increased demands and changing times, the scientific and technical staff of Curtis & Tompkins, Ltd., has grown to number 35 at this time and the laboratory occupies 12,000 square feet of floor space, the latter being a 50 per cent increase in the last years, exclusive of their Lovelock, Nevada, operations.

With its past accomplishments as a pattern, it may be assumed that this firm will continue to serve the ever changing requirements of exporters and importers with the best that scientific and technical advances can provide.

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## U. S. CUSTOMS

(Continued from Page 8)

encouragement to employees, 13 of these have been made during the two years he has been in office.

18. An official Guard of Honor, in uniform, was established and is present at funerals of deceased customs personnel.

19. The Collector stimulated greater interest in the United States Customs account at the Irwin Memorial Blood Bank by his contributions to this worthwhile cause.

20. Trained women employees act as Customs inspectresses at this port to process women passengers of large vessels arriving here. Upon the retirement of the official Customs Inspectress, the position was abolished and a saving realized in salary. The work is carried on by the trained clerical women employees in connection with their other work.

21. Letters of commendation and encouragement are personally written to enforcement officers making narcotic seizures, or other employees doing outstanding work. Copies of these letters are placed in the employee's personnel file in order that he may receive full credit and consideration for promotion. This simple act of recognition and appreciation has resulted in more seizures and higher morale.

22. A "Monthly News Bulletin" was established covering personal and official matters to which employees contribute material.

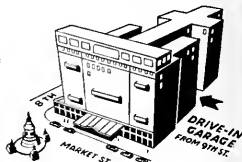
23. Many old and interesting articles and historical documents dating back 110 years, pertaining to Customs, were collected by Mr. MacPhee and are on display in book cases sent around the Horn.

24. Sixty-two bottles of bonded bourbon and scotch, seized and forfeited to the United States, were donated to the Irwin Memorial Blood Bank. Similar liquors, in small lots under one gallon, had previously been destroyed for many years. As the result of bringing this matter to the attention of the General Services Administration, permission was granted to donate odd amounts of medicinally approved liquor to eleemosynary institutions and veterans' hospitals.

25. Through the Collector's efforts, 3000 cartons of cigarettes, 100 pounds of tobacco and 150 boxes of cigars, on board Maritime Commission vessels to be laid up, previously given to prisoners at Alcatraz, were delivered free to disabled veterans. Similarly, seized cigarettes, formerly sold at auction, are now sent free to veterans' hospitals in California.

26. Large assortments of cancelled foreign and unusual domestic stamps, previously thrown

(Continued on next page)



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San Francisco, California**BUDGET FINANCE  
PLAN**727 VAN NESS AVENUE  
San Francisco**U. S. CUSTOMS**

(Continued from Page 16)

away are now sent of veterans' hospitals. Christmas cards are mailed to foreign missions and ordinary domestic stamps are sent abroad where the dye is extracted and sold to aid orphans.

27. Many bills for duty on vessel repair entries remained unpaid for years. The Collector made a direct appeal for payment to steamship owners and operators. Over \$30,000.00 was collected in delinquent accounts in the first seven months he was in office.

28. Customs storage areas along the waterfront were inconvenient and expensive in rental costs. Certain of the materials were disposed of and others removed to the Customhouse; the premises were vacated and \$647.66 in rental is saved annually. The General Services Administration commended the Collector for this action.

29. Shortly after taking office, the Collector seized seven vessels valued at \$10,500,000.00 on orders of the Attorney General of the United States, questioning the citizenship of the owners.

**NARCOTICS SEIZURES**

30. Penalties assessed against Captains of vessels for seizures of substantial amount of narcotics, were often remitted by the Bureau of Customs, after recommendation to the contrary by the Collector. The ship's log indicated a search of the vessel had been undertaken. Mr. MacPhee recommended that substantial amounts of narcotics, when seized on a vessel, indicated an insufficient search and was a reasonable basis to assess a Captain's penalty. The Bureau of Customs finally approved the Collector's recommendation, and Masters now are more cognizant of the need for an effective and adequate search of their vessel.

31. To meet budgetary limitations, a group of Navy and Coast Guard men were designated and trained to search vessels as auxiliary Customs officers to augment the small Customs searching squad inadequate to cover vessels of all types arriving this port.

32. The public was confused on receiving a "Notice of Arrival" form issued by the airlines at this port. Mr. MacPhee called a conference of all airline operators. A uniform policy was installed and a simplified "Notice of Arrival" put into effect. The Bureau of Customs in Washington commended the Collector and all ports of entry in the United States were notified of the new procedure at San Francisco.

33. Personal tours are frequently made by the Collector at widely separated customs offices on the Embarcadero and air bases.

# Oregon Nevada Calif. Fast Freight Lines



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San Francisco, California

Many problems have been brought to light and solved expeditiously. Employees are encouraged in their efforts by this personal interest in their work and welfare. The six stations on the waterfront and Oakland are frequently brought together with the Collector and future plans, policies and problems are discussed. Overlapping efforts and duplications are eliminated.

34. Customs liquidators were crowded into small rooms where noises from computation machines, telephone conversations, conferences with brokers and the public tended to disturb and reduce efficiency. Spacious and well-lighted quarters away from all unnecessary noise and interference was provided by the Collector near the Entry & Warehouse Division. The Entry & Warehouse and Liquidating & Drawback Divisions were consolidated. Better service is given the public, the work-load is handled more efficiently and expeditiously as entry work as well as the liquidation of entries can be done by the employees of both divisions as their duties are now interchangeable. A backlog of over 18,000 entries was eliminated. In addition, 8000 entries from other ports in the United States were liquidated to help eliminate their backlogs.

35. Mr. MacPhee has taken an active part in the Federal Business

Association whose objective is a "better government for the people we serve," and was elected a director and member of the executive committee. Customs previously had not participated.

36. The Collector has given a series of talks before maritime labor unions and various organizations to acquaint them and the public with the aims and objectives of the United States Customs Service, and in particular with the narcotic problem. The key note of these talks is cooperation. Mr. MacPhee has appeared before 124 organizations and over 13,000 persons have heard the Customs story.

37. After working with Police Officers attached to the Juvenile Division, San Francisco Police Department, certain immoral and obscene magazines passed for years by Customs are now declared prohibited. This was brought about through the Collector's efforts and interest in bringing the matter to the attention of the Bureau of Customs in Washington.

California constitutes about nine per cent of the entire retail market of the United States.

Some of the aerial ladders used by the San Francisco Fire Department extend to a height of 100 feet.



Abandoned ships in Yerba Buena Cove, San Francisco, 1849

## HARBOR BOARD

(Continued from Page 10)

To open the shipper's door to the Port's traffic representatives, the Harbor Board has increased its promotion and advertising budget from an annual expenditure of \$20,000 in 1947 to an annual budget of \$100,000—a five-fold increase to keep pace with the Port's physical development and competitive position.

While this budget may be modest in terms of the world-wide job to be done, the Harbor Board has tried to invest it in a balanced program to keep the world in-

formed of San Francisco Harbor's facilities and advantages. In doing this, it cooperates closely with other groups working in behalf of San Francisco trade—The Chamber of Commerce, Marine Exchange, Downtown Association, Junior Chamber of Commerce, and others.

### Year-Round Advertising and Publicity

About one-third of the promotion fund is devoted to advertising the port and its services in some of the world's leading journals in waterborne transportation and commerce.

At this point, for instance, a

series of 12 major advertisements—most of them in full-page or half-page size—are appearing in these trade publications. They are illustrated, they carry sales messages significant to those in trade, and their overall design, we believe, does credit to San Francisco's reputation as a great world harbor.

Supplementing this program, the Harbor Board issues brochures and pamphlets, promotional photos and displays, a monthly sailing schedule, and other planned sales aids that are mailed to key shippers across the nation and in foreign countries. A film about the port, "THIS IS YOUR SEAPORT," is also in distribution in the midwest through the Chicago traffic office, and is shown to groups in the San Francisco area by the Harbor Board's own public relations office.

The port is represented at important conventions in the shipping world by its traffic representatives and by trade displays. Thousands of traders and shippers see these displays at such meetings as the annual Foreign Trade Convention in New York, the Chicago World Trade Conference, and Cotton Shippers Association, and similar events.

### Inter-Agency and Foreign Relations

Port news releases, features and photos, detailing the developments in shipping through the harbor, go out to a wide list of publications in the United States and abroad. Articles and photos covering many visiting groups and trade events in San Francisco are also serviced in this way to United States and foreign publications.

Along with this, the Harbor Board works closely with local offices of the State Department, Foreign Operations Administration, Federal Maritime Board and similar agencies in bringing visiting officials and groups to the waterfront. Lacking any coordinated city program in this regard, the Harbor Board does all it can to extend hospitality and impress these foreign spokesmen with San Fran-

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cisco's trade advantages.

Port tours for local and regional trade groups are also sought after and carried out by Harbor Board representatives, by way of promoting good relationships for the Harbor in the California trading hinterland.

In short, the Harbor Board is vitally interested in doing all it can, within its budgetary limitations, to tell San Francisco's story to the world of trade. More can undoubtedly be done, since the promotional potentials of a great port like this one are virtually unlimited. In any event, the Harbor Board's present promotional program is covering a great many phases and making full use of every advertising dollar that is available.

Storage reservoirs containing more than ten million gallons of water are located at elevations of 758 feet above sea level to serve the San Francisco Fire Department in fighting fires.

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Cable Address: "METSTECO"

Teletype: ZA 88-023

San Francisco Gear Yard, 268 Spear St.  
Wilmington Gear Yard, 211 Marine Ave.



## WORLD TRADE ASSN.

(Continued from Page 9)

waterfront, inspect vessels and generally become more familiar with (and appreciative of) San Francisco's number-one business.

Employed in these programs were not only the traditional techniques, but radio and, later, television interviews and programs were utilized as they become important media; speakers were supplied to clubs and organizations, and the schools received speakers as well as maps, posters and general educational material.

Not infrequently a speaker before the Association is of such prominence or offers such revealing information that the meeting (and San Francisco) receives national and even international publicity. But an even more effective trade promotion tool was developed six years ago when the Association hit upon the idea of presenting a World Trade Fair in San Francisco:

Aware of the impending dollar shortage which would eventually hit most American overseas markets, and the fact that our aid program could not continue indefinitely—that increased imports into our domestic market or a deflationary, depression-wise cut in our exports were the only two alternatives—the Association decided to do something practical to move more foreign goods into this marketing area.

While San Francisco—"The Gateway to the Pacific"—has long been known as a leading importing and distribution center, the Association felt that the superior market it serves was hardly touched as yet by most overseas sellers. Preaching on the one hand that California's prosperity was heavily dependent on the foreign being, under the Association's

markets for much of its products, the Association emphasized that "Trade is a two-way street" and that we must buy in order to sell. The World Trade Fair came into

including our own gradually extend their control or activities into spheres where they are unnecessary, inefficient, or just downright nuisances. Among the first to protest almost always successfully—is the Association. Sometimes the results of its carefully correct but pointed complaints are so sudden that they surprise even the Association.

### TRADE POLICY

But trade policy can never be approached merely in the negative, and so recently the Association jumped at the chance to join with the San Francisco Chamber of Commerce in completely revising the latter's World Trade Policy Declaration of 1946. This nineteen-point document required over a year's study and consideration by experts in each field covered: shipping, finance, marine insurance, overseas investments, trade controls, etc. Its issuance in May, 1953, was met with acclamation on practically all sides both at home and abroad; hardly anyone found fault with its vigorous stand for freer trade, a "sensible" foreign economic policy for the nation and a general call for elimination of red tape and barriers everywhere.

One can wonder if such groups as the World Trade Association of the San Francisco Chamber of Commerce cannot, in the long run, take more pride in their work to educate the public to the facts of International Commerce than in any of their numerous other activities. For without the constant effort to bring the issues before Americans, our citizens would not today be as likely to endorse and approve the drastic changes our policies must go through to meet our new responsibilities in a troubled and unsettled world.

A group is no more than the sum total of its components. Fortunately



JAMES S. BAKER, President, James S. Baker Company, 1954 Head of World Trade Association of S. F. Chamber of Commerce.

sponsorship, to help introduce other nations' goods to our market.

Geared to meet local conditions and needs, the first several fairs were small and relatively unpublished, but in succeeding years they have become an important factor in the marketing of imports here. This year's fair, for example, presented the products of twenty-three countries during its five days in June, to an estimated 50,000 persons. More important, over 2,000 buyers came, largely from out-of-town, to examine the merchandise and to order or secure agencies.

Sometimes the Association comes to grips with fundamental policies affecting trade. Often these are cases where governments

ly for San Francisco—and perhaps for the world as well, the World Trade Association of the San Francisco Chamber of Commerce has members who are not afraid to declare their belief in freer trade as a path towards eventual closer ties and peace with other peoples.

The Association is staffed by one of the West's most competent experts in the field of foreign trade—Alvin C. Eichholz, Manager of the World Trade Department of the Chamber.

Association business is only one facet of multiple interests and operations of Mr. Eichholz' department of the Chamber. Broad purposes of his unit—which form the bases of his philosophy and action—are "to promote expansion of two-way commerce for the Port of San Francisco through educational and service programs; to distribute current commercial information on San Francisco throughout the world; and to encourage community-wide support of an action program to promote the improvement and progress of the Port to assure movement of all traffic which can economically flow through it."

Those are pretty substantial goals, and in pursuing them, Mr. Eichholz' department at the San Francisco Chamber:

1. Issues shipping document certification;
2. provides special letters or certificates required by some markets and letters of introduction;
3. supplies indexed directories, catalogs, telephone books and other current trade and reference material from foreign countries;
4. counsels innumerable persons on trade problems;
5. publishes the International Bulletin monthly, giving World Trade "tips"—business opportunities abroad;
6. presents key business leaders and government officials at World Trade luncheons to advance expert knowledge;
7. provides facts on Foreign Trade Zone, port facilities, services, rates, charges and commerce;
8. furnishes complete information about, and coordination and stimulation of current and proposed programs, to increase port traffic, through advertising, publicity, solicitation, rate proceedings, improved operations and facilities and special services to shippers.

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## Women of Distinction

MRS. L. J. ("LONNY") LENARD

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A Charming, Capable Woman in an Unusual Business

By Walter J. Brown

ONE DREARY DAY LAST MONTH, down at the waterfront where the big ships are nudged and pushed like blind giants to their topmasts, and the electric trains clatter high over the Bay on the fabulous City by the Golden Gate, a lone woman, smartly dressed and

pleasing to glimpse, could be seen scurrying back and forth over a pile of crates on the dock at Pier 50.

Brown eyes flashing, dark hair

flowing in the offshore wind, lips

pursed in anxiety, and blue-clad

form litely weaving between the

big boxes, the comely woman offered

a strange contrast to the stolid

dignity of the grey ship, towering

above her and the long-shoremen

busy about her.

### WATERFRONT

Strange, that is, to the uninitiated . . . perfectly commonplace to those who know and respect the comings and goings of this month's Woman of Distinction, probably San Francisco's only lady importer, Mrs. L. J. ("Lonny") Lenard of Coronet Industries.

There she was, down where "the real feeling of life is important," where the very essence of her business can be tasted and enjoyed—down at the waterfront where the products she imports from far-away places experience the metamorphosis of "goods en route" to "goods on hand"—items which a few days earlier were fair prey of the high seas and, suddenly, are articles practically in the homes of thousands throughout America as every-day utilities.

### IMPORTRESS

Lonny Leonard, the Importress of San Francisco, was on the scene of her latest inbound cargo on that dreary day because the ship had been delayed and there was urgent need for labeling her merchandise for immediate shipment to Los Angeles. No time could be lost. Not enough help could be secured. The goods had to be labeled—they had to be in the southland the next day. What to do? Why, get down to the dock and label the boxes on the spot—no question about it, simple.

Of course, if the element of urgency had been lacking, Lonny Lenard very likely would still have been on hand. In the words of her general manager, Robert Loeb, "Lonny looks for any excuse to get down to the docks, to see the ships come in, to savor the true meaning of her business."



Woman of Distinction

That's the kind of woman 42-year-old, youthful appearing Mrs. L. J. Lenard is. And very possibly that's why she is one of San Francisco's most successful business persons and, moreover, enjoys the distinction of being the city's chief lady importer.

It all began 16 years ago when Lonny and her late husband, George Lenard, sailed into New York from their birthplace in Europe and decided to see this great country. In a 1939 Chevrolet they plied the lonely roads, the broad expanses, the crowded cities, the bustling economy, the famed spots of America. Alighting in San Francisco, they soon realized they were hopelessly in love with the thrilling, "crossroads of the world" and,

in short order, established Coronet Industries.

The fact that they entered the importing business was not mere chance. They had it on their minds. And well they might . . . Lonny's father, grandfather and great-grandfather were engaged in importing-exporting in "the old country." And Lonny's husband George had been a manufacturer in Europe, dealing considerably in export trade.

The husband-wife team, tackling the business in a strange land and a unique city, experienced surprising success. They specialized in household goods. They found prolific supplies abroad—and ready acceptance domestically. They worked hard. They grew. Even throughout the war years Coronet Industries flourished, substituting a nationwide distribution business for the shut-off import activities.

### WAR'S END

At war's end, Lonny and George took advantage of re-opened foreign sources, showed the American housewife how she could have "necessity" items in her home and beauty besides, and built a handsome volume of imports and sales.

Then came the big blow in Lonny's life—the death of her husband in 1952. Grieved beyond description, shocked at the loss of a man who was at once her lover, friend and partner, Lonny worked hard at keeping alive her spirit and her drive. It wasn't easy—but suddenly she found herself in full control of a flourishing business, with an obligation to employees and associates which couldn't be shouldered aside by grief.

Lonny weathered the ordeal—the trying weeks of realization that she, and only she, held the responsibility for a big business that had been born of the comradeship of husband and wife and a mutual love of America with its unlimited opportunities.

From that time on, Lonny Lenard has been guided by one consuming which she permitted to engulf her as an antidote to sorrow: viewing the needs of the American housewife "through the eyes of a woman" and supplying those needs through the resources of her close acquaintanceship with European production capacities.

### CORNERSTONE

That is the cornerstone of Lonny's business today—in her words, "knowing what women want, being a woman myself; and knowing where to get the items made expertly and cheaply, being a former European and now an importer."

Lonny Lenard imports from a dozen European countries and the Orient. Her products are cherry-wood bowls, salt and pepper mills, wooden kitchen utensils, copper and aluminum tea kettles, Rockingham teapots, earthenware con-



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tainers, aluminum ice buckets, canisters and range sets, moulds and chafing dishes, and—well, you really have to prow around her back room to see everything of use to the housewife which she has made in factories all over the eastern hemisphere.

### REPRESENTATIVES

Lonny has twenty representatives and buying offices in Europe and the Orient. She serves large wholesalers as well as retail outlets throughout the nation. For Western distribution, Coronet Industries imports through the Port of San Francisco; for Eastern distribution, through the Port of Baltimore. Large stocks of merchandise are maintained at both ports.

Many products Lonny imports are ready-made. Others she designs herself, knowing the American taste, and has them produced in factories exclusively for her.

Cruz of her business philosophy is: "American taste is different from European and Oriental. Still, American women love articles fashioned abroad. They want useful articles — not just quaint imports, I try to interpret their desires from the standpoints of practicability and beauty, design exactly what I think they want, and have it made abroad expertly and reasonably."

"After all, in America the average woman is a devotee of her kitchen. She works in it—and at it. She wants it looking nice. She likes to have guests say, 'May I see your kitchen?' She is proud of her kitchen, and she spends hours in it each day."

"It is, therefore, highly important that the articles Mrs. Ameri-

(Continued on next page)

can Housewife has in her kitchen are not only highly utilitarian but attractive as well. Usefulness—beauty . . . that is the combination I strive for."

Cocking a bushy ear to all of these exuberances of his mistress, down at Coronet's office at 40 First Street, is an animal who is probably the only dog ever to rate a full item in Herb Caen's column in the days when the "Baghdad-by-the-Bay" boy was writing for the San Francisco Chronicle: Timothy the Irish Airdale.

Born in Hayward but reared in San Francisco, Timothy sits all day in Lonny's office—except for those occasions when he feels it expedient to examine a buyer while his mistress is busy. In such instances, big lazy Tim—one of the few office-going canines in San Francisco—puts the newcomer at ease with a big grin and a mute but expressive invitation to relax and enjoy the morning sun through the big windows until the "boss" comes out.

When she does, the visitor sees a human female dynamo. "She's sharp as a tack, knows her business thoroughly, and may not work 14 hours a day but gives a good accounting for 11½ to 12," according to Bob Loeb. Lonny Lenard leads an active social life, loves to entertain at her Russian Hill home, and in her leisure time enjoys concerts and opera. In moments when Lonny wants to get away from it all, one can find her in one of two extreme situations: kneeling in her colorful garden at 1068 Lombard (the "crookedest street in the world") or flying along the highway in her open convertible, scarf blowing in the wind and brown hair swirling deliriously.

"Here," elaborates Loeb, "is a woman who is at once a businessman, a stylist, a charmer, a human dynamo, a lover of life, and a leader.

And there, ladies and gentle readers, you have our May." Woman of Distinction!"



RICKEY'S STUDIO INN TO BE FURTHER ENLARGED. Pictured above signing the contract for another huge addition to the famed Palo Alto hostelry are, (Left to Right) Frank Barrett, President of the Barrett Construction Company of San Francisco, the general contractor; John Rickey, famed restaurateur, (holding pen) and Equitable Life Assurance Society executives, Willie Holtum and Albert Pfaff. Ground was broken immediately after the signing and plans call for completion of the new de luxe suites, stores, meeting rooms and swimming pool by June 15th next.

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## DAVID KWOK EXHIBITS CHINESE PAINTINGS AT DE YOUNG MUSEUM

The M. H. de Young Memorial Museum will exhibit 18 Chinese paintings by the noted contemporary Chinese artist, David Kwok, opening May 18. Under the sponsorship of The de Young Museum Society David Kwok will demonstrate his traditional Chinese water color painting techniques at the museum May 23 at 3 P. M.

Trained in the traditional Chinese pictorial style the 35-year-old artist recently completed a year's study of western painting under a Fulbright scholarship at the University of Iowa and additional study at Columbia University.

An artist since childhood, he is one of the best known pupils of the Chinese master, Ch'i Pai-shih, who says of him: "The style is to close as to be almost indistinguishable. Nevertheless he works with a freedom, originality and invention which is not hampered by tradition although it falls within free traditional lines."

Kwok specializes in the "expressionist" style, an extremely rapid, free method of indicating objects, with a single brush stroke often representing an entire plant or animal.

The artist taught for three years at the National Art Institute of Nanking, and at the Kiangsi Provincial Art College for five years. He is visiting this country from Hong Kong, where he has resided since 1949 in the employ of the United States Information Service as translator and illustrator.

One-man exhibits of Kwok's work have been presented most recently in America at the Chicago Art Institute. This summer his paintings are scheduled to be shown at the Imperial Museum in London.

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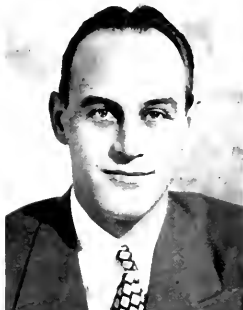


# WITH PRIMARY GOAL TO ATTRACT NEW TONNAGE NORTHERN CALIFORNIA PORTS AND TERMINALS BUREAU ON RECORD FOR NEW AGGRESSIVE PROGRAM

**T**HE NORTHERN CALIFORNIA PORTS AND TERMINALS BUREAU, INC., has completed its first year of cooperative relations with shippers, traffic and transportation officials, emphasizing the fact that the Bay Region, California and the Pacific Coast is on record with a new and more aggressive program to attract cargoes through these Western port areas.

The Bureau has organized an effective effort to improve the Bay Area's competitive bidding for world trade emanating from the Nation's production centers. Its primary goal is to attract tonnage that, considering time and mileage advantages, should normally flow through the Bay Area and Pacific Coast.

Bay Region ports and terminals are determined to gain their rightful share of United States foreign trade by planning and working together; (1) to solve the traffic problems, (2) to stress its facilities and services, and (3) to establish a



**ELMO E. FERRARI, Director,  
Port of Stockton**

proved by action of the California Legislature, has a two-fold purpose:

1—Increasing the volume of cargo tonnage moving to and from Bay Region and inland ports and terminals by

2—Taking action on traffic problems and trade development projects that will benefit the entire Northern California harbor region.

During its first year of operation it has acted on a unified basis for Bay Region and inland ports and terminals to make headway in establishing a cooperative program covering four major points:



**CHARLES P. HOWARD, President  
No. Calif. Ports and Terminals Bureau**

(1) traffic protection, (2) trade development, (3) research into commodity movements and competitive port practices, and (4) special projects in industrial and governmental maritime activities including legislation, which are approved by the Bureau directors for study and action.

The Bureau is working closely with shippers, carriers and traders in control of cargo movements that affect Western seaports and world commerce. Its program is a concrete example of California's bidding for world cargoes.

The first year marked the establishment of a clearing-house and central file for the flow of cargo traffic information, tariff schedules, rate proposals and other world trade materials. This determines the over-all pattern of freight and cargo movements, shipping costs and related factors of economic distribution in domestic and foreign commerce through the vigilant review of news concerning changes in land and ocean traffic



**JOHN PARR COX, Treasurer,  
No. Calif. Ports and Terminals Bureau**

services and rates on specific commodities. The need for swift action to analyze and determine the position of our Bay Region, California and West Coast transportation interests is a vital factor in the prospects for increasing world trade via the Golden Gate.

The Bureau's work has shaped up in several important spheres which have gained approval and confidence of its sponsors for the second year of its operations now underway. This includes investigation and participation in traffic and rate cases which affect the over-all competitive position of the California harbor regions and the West Coast relative to costs of moving cargoes through our port and terminal areas.

This program has involved appearances before the various regulatory commissions and carrier bureaus which establish and approve the operations and rates of shippers and carriers serving the Bay Region and the West Coast.

(Continued on next page)

competitive status that will bring more Midwest and Pacific Inter-mountain trade through this over-all harbor region.

The Bureau sponsors recognize that the fast-growing population, industry and commerce of this Western region warrant greater participation in the channels of world commerce for products of farms and factories.

The Northern California Ports and Terminals Bureau is a non-profit corporation. It was launched in February, 1954 by the major public ports and private terminals of the harbor region, including the San Francisco Bay Area and the San Joaquin and Sacramento Valleys.

Its members include the Ports of Oakland, San Francisco and Stockton; the Encinal Terminals, Parr-Richmond Terminal Company, and Howard Terminal; and the Sacramento-Yolo Port District.

The Bureau, which is a non-profit, voluntary organization ap-



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## NO. CALIF. PORTS AND TERMINAL BUREAU

Continued from Page 23

basis of an impartial basis to show the need and recommend action on the various situations affecting the No. California ports committee. The Bureau has called the cooperation of many transportation and shipping interests.

### SITUATIONS

Typical of the various important cargo traffic situations requiring the Bureau's attention and support are the following:

& the increase farm equipment and tractor shipments via the West Coast from Midwest production centers.

Adjustment of traffic rates of bulk commodities now in increasing demand in the Pacific markets.

Adjustment of rates of trade rubber wastes moving from East India rubber producing areas via the East Area and West Coast to regular shipping ports with the East ports.

The Bureau has also submitted a report to the Secretary of Commerce and the various recommendations for revitalization of United States intercoastal shipping. It has taken steps to correct the trans-Pacific rate differentials on ocean cargoes which should have a greater rate advantage in shipping via the Pacific Coast. This has appeared before the Congressional Committee on Merchant Marine Affairs in support of Maritime needs and has endorsed the adjustment of Panama Canal tolls to assist domestic shipping.

Notably the Bureau representing Northern California port and shipping interests has participated in the national hearings of the Interstate Commerce Commission concerning changes in Class Rates which would seriously affect the competitive position of our Western seaports relative to the Gulf

region and the Intermountain trade area.

Class rates set the pattern for commodity rates which would affect the over-all West Coast position in the national traffic picture. The Bureau supports a policy of equal opportunity for Bay Area and Pacific Coast ports in relation to all United States seaports with proper recognition of relative advantages concerning factors of time and mileage from shipping point to the port area.

Shippers, transportation and world trade organizations interested in foreign traffic are invited to address inquiries to the Bureau at its offices 785 Market Street, San Francisco. The Bureau program is under the direction of Frank E. Fein, General Manager, and J. H. Morrison, Traffic Manager.

### DIRECTORS

Bureau directors include:  
President, Charles P. Howard—  
President, Howard Terminal—  
1st Vice President, Elmo E. Ferraro—  
Port Director, Port of Stockton—  
Treasurer, John Parr Cox—  
President, Port-Richmond Terminal Co.—  
Director, Charles Tait—  
Port Director, Port of San Francisco—  
Director, Dudley W. Frost—  
Port Manager, Port of Oakland—  
Director, Wm. G. Stone—  
Port Director, Sacramento-Yolo Port District—  
Director, D. L. Dullum—  
President, Emucal Terminals.

'Hetch Hetchy,' the name applied to the mountain section of the San Francisco water system, is believed to be a corruption of the Indian word 'Hatchatchie,' for a species of grass which grew in the Tuolumne River canyon.

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## JAPAN AIR LINES

*"Not only has the widespread public acceptance and rapid growth of Japan Air Lines been tremendously gratifying to the company itself, but the dollars that JAL has earned have played a vital part in returning Japan to economic health."*

**D**URING THE YEAR 1954, which saw severe regulations of foreign trade imposed by the Japanese government in an effort to balance their international payments, one of the significant factors in the economy of Japan was the new national flag-carrier, Japan Air Lines.

Inaugurating trans-Pacific service early in February, 1954, Japan Air Lines set a steadily rising passenger record, contributing significantly to Japan's dollar-earning capacity. On the occasion of the carrier's first anniversary, Yoshito Kojima, vice president of JAL's American division, said:

"Not only has the widespread public acceptance and rapid growth of Japan Air Lines been tremendously gratifying to the company itself, but the dollars that JAL has earned have played a vital part in returning Japan to economic health. We hope that the second year of overseas operations will contribute even more effectively to the goal of self-sufficiency for our nation."

Just one year to the day after Japan Air Lines flew its first DC-6B scheduled flight from Tokyo to San Francisco (U. S. headquarters) via Honolulu, the fast-growing company inaugurated twice-weekly service between Tokyo and Hong Kong. This 867 mile route, which JAL flies via Okinawa in seven hours, is the first leg in the company's westward expansion of service to South East Asia.

Kojima announced at this time that the company's present capitalization of two billion yen is being increased this year to 4,300,000,000 yen with an eventual goal of 80 billion yen. In addition, he said, JAL expects to receive from the Japanese government a 1955

subsidy of six million dollars with which to finance expansion of its service from Hong Kong to Bangkok and Rangoon in the fall of this year.

Extension of JAL's eastward service to Brazil is also anticipated. A survey flight of the proposed route from San Francisco to Sao Paulo, via New Orleans, Caracas, Belem, and Rio de Janeiro, was made in October of last year. The first revenue, non-schedule flight on this route left Tokyo Thursday, March 10.

Permitting stop-overs anywhere on its San Francisco-Hong Kong route and offering a pay-later plan, JAL has been one of the leading instruments in the rapid increase of travel to the Far East. Many commercial interests in the United States have turned to the Pacific and American tourists are finding new adventures in the lands of the Orient.

Japan operates on its overseas routes a fleet of DC-6B's manned by American pilots and crews and kimono-clad Japanese stewardesses. San Francisco-Tokyo flights were increased in September from two to three flights per week.

In addition to district offices in New York, Chicago, San Francisco, Los Angeles and Honolulu, JAL plans to open offices in other major U. S. cities with Seattle and Washington, D. C., next on the proposed list.



## CITY OF THE INIMITABLE

Everyone can point with pride to interesting and unusual facts about his particular city. Here are a few that may surprise you about the "Crossroads of the World:"

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- Birthplace of first street railroad cable cars . . .
- Terminus of first Overland Pony Express . . .
- City in which the principle of television was first perfected by Philo T. Farnsworth . . .
- Location of first planetarium projector ever built in the country at Morrison Planetarium . . .
- Site of nation's first underground garage - Union Square . . .
- City with highest per capita income among largest U. S. cities . . .
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- Headquarters of the world's largest gas and electricity company, based on assets . . .
- Bridgehead of the world's longest and most expensive bridge (S. F.-Oakland Bay Bridge) and of longest single-span bridge in the world—Golden Gate Bridge . . .
- One of the two world communication centers in the nation . . .
- Birthplace of the Charter of the United Nations . . .
- Site of the signing of the Japanese Peace Treaty . . .
- Nation's coolest major city in the summertime . . .
- Nation's largest nature air-conditioned city . . .
- City with largest Chinese settlement in America . . .
- Site of tunnel with largest bore in the world—through Yerba Buena Island . . .
- Location of largest man-made island in the nation—Treasure Island . . .
- City with longest swimming pool in the world—Fleishacker's . . .
- Location of world's largest and most powerful crane from the standpoint of lifting force—at the S. F. U. S. Naval Shipyard.

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## NO. CALIF. PORTS AND TERMINAL BUREAU

(Continued from Page 23)

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### SITUATIONS

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Action to increase farm equipment and tractor shipments via the West Coast from Midwest production centers;

Adjustment of traffic rates on milk fat solids now in increasing demand in the Pacific markets;

Adjustment of rates on crude rubber cargoes moving from East Indies rubber producing areas via the Bay Area and West Coast to equalize shipping costs with the Gulf ports.

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Class rates set the pattern for commodity rates which would affect the over-all West Coast position in the national traffic picture. The Bureau supports a policy of 'equal opportunity' for Bay Area and Pacific Coast ports in relation to all United States seaports with proper recognition of relative advantages concerning factors of time and mileage from shipping point to the port area.

Shippers, transportation and world trade organizations interested in foreign traffic are invited to address inquiries to the Bureau at its offices, 785 Market Street, San Francisco. The Bureau program is under the direction of Frank E. Feliz, General Manager, and J. H. Morrison, Traffic Manager.

### DIRECTORS

Bureau directors include:  
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"Hetch Hetchy," the name applied to the mountain section of the San Francisco water system, is believed to be a corruption of the Indian word "Hatchatchie," for a species of grass which grew in the Tuolumne River canyon.

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## JAPAN AIR LINES

*"Not only has the widespread public acceptance and rapid growth of Japan Air Lines been tremendously gratifying to the company itself, but the dollars that JAL has earned have played a vital part in returning Japan to economic health."*

**DURING THE YEAR 1954**, which saw severe regulations of foreign trade imposed by the Japanese government in an effort to balance their international payments, one of the significant factors in the economy of Japan was the new national flag-carrier, Japan Air Lines.

Inaugurating trans-Pacific service early in February, 1954, Japan Air Lines set a steadily rising passenger record, contributing significantly to Japan's dollar-earning capacity. On the occasion of the carrier's first anniversary, Yoshito Kojima, vice president of JAL's American division, said:

"Not only has the widespread public acceptance and rapid growth of Japan Air Lines been tremendously gratifying to the company itself, but the dollars that JAL has earned have played a vital part in returning Japan to economic health. We hope that the second year of overseas operations will contribute even more effectively to the goal of self-sufficiency for our nation."

Just one year to the day after Japan Air Lines flew its first DC-6B scheduled flight from Tokyo to San Francisco (U. S. headquarters) via Honolulu, the fast-growing company inaugurated twice-weekly service between Tokyo and Hong Kong. This 867 mile route, which JAL flies via Okinawa in seven hours, is the first leg in the company's westward expansion of service to South East Asia.

Kojima announced at this time that the company's present capitalization of two billion yen is being increased this year to 4,300,000,000 yen with an eventual goal of 80 billion yen. In addition, he said, JAL expects to receive from the Japanese government a 1955

subsidy of six million dollars with which to finance expansion of its service from Hong Kong to Bangkok and Rangoon in the fall of this year.

Extension of JAL's eastward service to Brazil is also anticipated. A survey flight of the proposed route from San Francisco to Sao Paulo, via New Orleans, Caracas, Belem, and Rio de Janeiro, was made in October of last year. The first revenue, non-schedule flight on this route left Tokyo Thursday, March 10.

Permitting stop-overs anywhere on its San Francisco-Hong Kong route and offering a pay-later plan, JAL has been one of the leading instruments in the rapid increase of travel to the Far East. Many commercial interests in the United States have turned to the Pacific and American tourists are finding new adventures in the lands of the Orient.

Japan operates on its overseas routes a fleet of DC-6B's manned by American pilots and crews and kimono-clad Japanese stewardesses. San Francisco-Tokyo flights were increased in September from two to three flights per week.

In addition to district offices in New York, Chicago, San Francisco, Los Angeles and Honolulu, JAL plans to open offices in other major U. S. cities with Seattle and Washington, D. C., next on the proposed list.



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- Location of first planetarium projector ever built in the country—at Morrison Planetarium . . .
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- One of the two world communication centers in the nation . . .
- Birthplace of the Charter of the United Nations . . .
- Site of the signing of the Japanese Peace Treaty . . .
- Nation's coolest major city in the summertime . . .
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- City with largest Chinese settlement in America . . .
- Site of tunnel with largest bore in the world—through Yerba Buena Island . . .
- Location of largest man-made island in the nation—Treasure Island . . .
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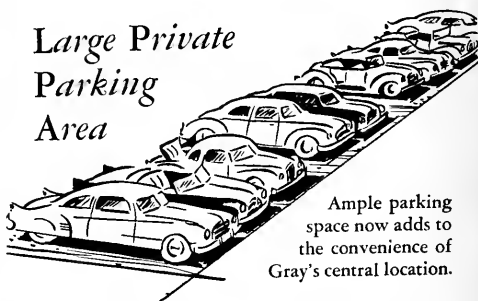
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**LANDMARK INTO TRADE MART** — San Francisco's historic Ferry Building will soon house a modern World Trade Center to stimulate commerce between California and the world. Artist's sketch shows how a modern three-story structure will be built inside the north wing of the 57-year-old landmark by Board of State Harbor Commissioners at \$2 million cost, to provide offices, display space, restaurants, shops, reference library, and other facilities. The San Francisco World Trade Center Authority, also a State Agency, joined with the Harbor Board in announcing the plan.



**APPROACHING THE MIDWAY POINT** this month is a major remodeling of the Ferry Building to house a world trade center that will be unique in the western United States.

Award for the contract marks the turning point in plans for an international trade mart that will rank as the only center on the west coast operated expressly for traders, shippers and agencies engaged in foreign commerce.

The Harbor Board is coordinating its plans for the World Trade Center project with the World Trade Center Authority, a state agency established in 1946 to help develop an international mart for the Pacific Coast.

Under agreements being worked out by the two agencies, the World Trade Center Authority will supervise the operation and trade promotion activities of the mart when it is opened.

The Harbor Board is providing funds for construction from a recent issue of harbor revenue bonds.

"The board is proud to have a part in bringing a World Trade Center into operation to serve California," Board President Cyril Magnin said of the port's new project.

"We believe the center in the Ferry Building will prove to be a key facility for all the traders and agencies involved in the ocean commerce flowing to and through the west coast."

On the basis of blueprints, the project will take shape as a modern, three-floor office and display building occupying the Ferry Building's entire north wing.

It will contain more than 150,000 square feet of space divided into offices, display halls, conference rooms, general secretarial and translating services, communications and banking facilities, library and trade information areas, and shops and restaurants.

Interior finishing will feature terrazzo flooring, plaster wall surfaces, fluorescent lighting, lighted display and showcase islands, con-

## SUPPORT PROMISED FOR STATE MARITIME ACADEMY

In response to widespread interest on the part of the members, the board of directors of the Marine Exchange has adopted a resolution requesting that Congress provide the appropriation necessary to maintain California's Maritime Academy at Vallejo. Copies of the resolution, with requests for their support for the appropriation, were sent by the Exchange to California's two senators and thirty congressmen, to all members of the House Committee on Appropriations, the Senate Committee on Interstate and Foreign Commerce, the House Committee on Merchant Marine and Fisheries, the senators of Maine, Massachusetts and New York in which other federally supported state maritime schools have been maintained, and to the marine exchanges of Boston, New York and Los Angeles.

In response to the approximately 65 individually addressed legislators and others to whom resolution and letters were addressed, a number of encouraging replies have been received.



LELAND W. CUTLER, Chairman  
World Trade Center Authority

necting ramps and elevators, and contemporary colors and decorating schemes.

Except for modern window sash, the Ferry Building's exterior will remain much as it is now, harbor officials said.

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Latest are new grain elevators, hydraulic truck ramp and automatic bulk-loading equipment at the Islais Creek Grain Terminal—a part of Phase Two of the Port's \$20,000,000 postwar modernization program.

The \$500,000 additions increase the grain elevator's storage capacity to 1,000,000 bushels and facilitate the shipment of grains from San Francisco, which last year had a total valuation of almost \$47,000,000.

Under "Phase One" of the Port's ambitious modernization program begun immediately after World War II, a \$10,000,000 series of new piers and terminals were constructed. Projects included construction of the 29-acre Mission Rock terminal, with berthing space for eight ships, at a cost of \$6,000,000; combining Piers 30-32 into a single quay-type wharf at a cost of \$1,500,000; construction of the Grain Terminal, and the State Cotton Terminal at Islais Creek.

Projects planned under the present phase include: conversion of the Ferry Building's north wing into the first unit of the New World Trade Center; conversion of Piers 15 and 17 into a quay-type operation; construction of a public garage on pilings just north of the Ferry Building; further development of the Foreign Trade Zone, which recently doubled in size, and a series of supplementary projects.

## T. Douglas MacMullen Names Reorganized Marine Exchange Vendor Shipyard Committee Leaders

**THE MARITIME INDUSTRIAL COMMITTEE** of the Marine Exchange has been reconstituted under the new chairmanship of T. Douglas MacMullen of Marine Engineering & Shipping Review, who announces the composition of the Committee as below. This is the Committee formerly known as the Vendors and Shipyards Committee, so ably headed by Louis Ets-Hokin.

Merrill Gigy as successive chairmen.

It is intended that each broad division of the industrial membership of the Marine Exchange be represented on the Committee by two or more representatives, who may wish from time to time to meet to discuss matters relating to their activity without bringing the entire Committee together, but reporting to the entire Committee with recommendations, and thence to the Directors of the Exchange when matters of policy or financing are involved.

The new Committee is as follows:

Integrated shipyards: H. P. Stewart, Bethlehem Pacific Coast Steel Co., Shipbuilding Division; John N. Pharr, Todd Shop Yards. Repair yards: Wm. Blake, Triple A Machine Shop; Bruce Selfridge, Siversen Columbia Machine Works. Manufacturers: George Horton, International Lent Co.; H. D. Ross, Westminster Electric Corporation. Marine engineers: Agents: M. J. Gray, M. J. Gray & Associates; John Condon, J. Condon Bros.; H. J. Wickert, H. J. Wickert & Co., West Coast Marine Fitters; W. L. Atherton, T. Atherton Cordage Co.; Ray Gibb, Pacific Coast Engineering Co. Consulting shops: Jerry Ets-Hokin, Ets-Hokin

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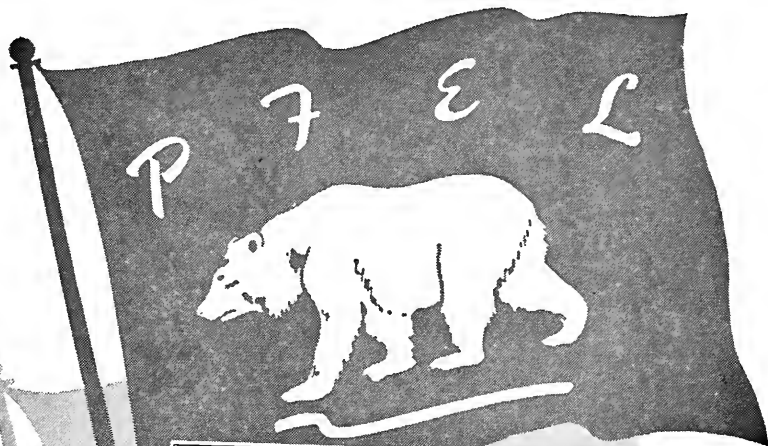
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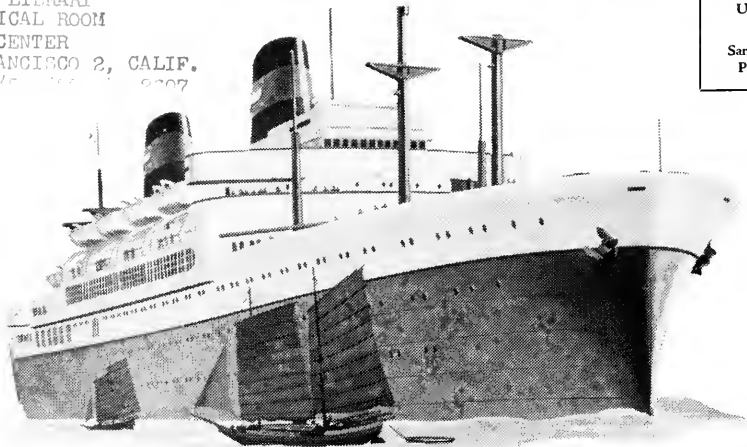
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Vol. 22 — No. 6 & 7

JUNE - JULY

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**MAX G. FUNKE, General Manager**  
*San Francisco Recreation and Park Department*

(See story on Page 7)

## LETTERS TO THE EDITOR

Office of the Mayor

Editor:

I have just looked over your May issue dedicated to the 1955 World Trade Week and feel you deserve



VIRGIL L. ELLIOTT

to be commended for an unusually fine and newsy edition.

This issue, I am sure, will help stimulate local interest in furthering the promotion and expansion of our port facilities.

With all best wishes, I remain

Sincerely yours,

VIRGIL L. ELLIOTT,  
Confidential Secretary  
to the Mayor

Editor:

Thank you for the very nice presentation of my poem, "The Bridge," in the March issue of your



CAROLYN SPARKS

magazine, City-County Record.

Also for the attention article concerning my book, "Companions." I have had many complimentary comments on the above article and on the magazine.

Sincerely yours,

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VOL. 22 — No. 5 & 6

JUNE - JULY, 1955

## Around and About

### The Port of San Francisco Story

By WHIT HENRY

San Francisco's world-famed schooner SAN CARLOS, as the harbor is in its 93rd year as a first white man to sail in San state-administered utility for world trade.

It is the only state operated port on the U. S. west coast.

It is also San Francisco's biggest public enterprise—a 120-million-dollar stake in the harbor's historic role as a hub of ocean commerce.

(Continued on Page 19)

### YEARS OF DEVELOPMENT

With all the port's 92 years of development, however, one basic factor hasn't changed since 1863, when the Board of State Harbor Commissioners was established to manage the harbor and put system into its expansion.

In more than nine decades of growth since then, all of the port's improvements have been carried out with never a cent of public tax cost.

Harbor Board officials point with some pride to the fact that the port's 12½ miles of waterfront facilities have been financed entirely from the port's own revenues and through self-liquidating bonds that are paid off from operating income.

Financially as well as physically, the Port of San Francisco today presents a picture that would be the envy of state and city officials who struggled with the harbor's problems a century ago, in the wake of San Francisco's gold-spurred growth.

### HISTORY IDENTIFIES

History identifies the company led by the Spanish captain, Don Gaspar de Portola, as the first Europeans to view San Francisco's harbor, in 1769.

It names Lieutenant Juan Manuel de Ayala, of the Spanish

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33. 117 Broad Street
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11. Housed at Eng. Co. 10
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## Chamber Visit to Hawaii Planned for September

Led by President Thos. J. Mellon of the San Francisco Chamber of Commerce and Mrs. Mellon, a large delegation of Chamber members will visit the Hawaiian Islands from September 15 to 26.

Plans for the trip are being made by the Hawaiian Affairs section of the Chamber, of which Alan H. Johnston is chairman.

Groups will arrive at Honolulu simultaneously on September 15 by Pan American World Airways, United Air Lines and aboard the Matson liner Lurline, to begin a series of business meetings and visits to sugar and pineapple plantations and industrial plants.

"The trip offers an unparalleled opportunity to visit this world famous beauty spot, and at the same time to meet with leading businessmen of Hawaii in behalf of trade stimulation between our areas," Johnston stated.

"The Hawaiian tour will permit discussions of economic and trade matters with chamber and Territorial officials which will inevitably cement and enhance our trade ties with the territory."

On the itinerary are visits to chambers and trade meetings at Kaula, Maui and Hilo, including visits to commercial enterprises on the various islands.

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# Veteran Fireman Honored



**BATTALION CHIEF RUDOLF SCHUBERT**

**Secretary to Chief**

**San Francisco Fire Department**

WHEREAS, Battalion Chief RUDOLF SCHUBERT, on July 7, 1955, will have completed fifty (50) years of faithful, unstinting and distinguished service in the Fire Department of the City and County of San Francisco; and

WHEREAS, he has advanced, after civil service examinations, through successive promotions to his present rank; and

WHEREAS, he presently graces a position of high trust and responsibility as Secretary to the Chief of Department; and

WHEREAS, he has served with high fidelity and distinction as Secretary to five successive Chiefs of the Fire Department of the City and County of San Francisco; and

WHEREAS, he is the only remaining active member of said Department who took valiant part in the bitter and heartbreking struggle against the Great Fire which followed the earthquake of 1906; and

WHEREAS, he has always brought great wisdom, sound judgment, patience and understanding into his handling of the many and difficult problems which it has been his duty to resolve through his years of service in the Fire Department; and



**FRANK P. KELLY, Chief**  
**San Francisco Fire Department**



**MAX SOBEL**  
**President, S. F. Fire Commission**

WHEREAS, he has been in exceeding measure responsible for the successful solution and the achievement of most of the major accomplishments of said Department during the past four decades; and

WHEREAS, he is held in high affection by all persons who have been blessed with his association throughout his years of distinguished service, NOW, THEREFORE, BE IT

RESOLVED, That Battalion Chief RUDOLF SCHUBERT, Secretary to the Chief of Department, is hereby congratulated on his golden anniversary as a Department member, and is commended for his singularly outstanding contributions towards the betterment of the Fire Department of the City and County of San Francisco, which betterment has in great measure been attributable to his wisdom, foresight and patience and to the compulsive spirit which has always moved him to seek the improvement of his beloved Department and the public whom he has served untiringly with such honor and distinction; and BE IT FURTHER

RESOLVED, That a suitably inscribed copy of this resolution be presented to him on behalf of the Board of Fire Commissioners and Chief of Department Frank P. Kelly.

MAX SOBEL, President  
THOMAS J. RIORDAN, Vice-President  
LEO H. SHAPIRO, Commissioner  
FRANK P. KELLY, Chief of Department

(Seal)  
Attest:

THOMAS W. MCCARTHY,  
Secretary, Board of Fire Commissioners

Approved July 6, 1955

*Editor's Note—The Editor and Staff of the City-County Record are most happy and consider it a great privilege to join with Chief Frank P. Kelly, the Board of Fire Commissioners and the entire personnel of the San Francisco Fire Department in this signal honor, so well deserved, extended to a Great Fireman, an outstanding citizen of the City and County of San Francisco.*

GEO. H. ALLEN, Editor and Publisher

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**S. F. Chamber Aide Honored in Washington, D. C.**

Alvin C. Eichholz, manager of the World Trade Department of the San Francisco Chamber of Commerce, returned from Washington, D.C., today, with a "Certificate of Service" personally presented to him by Secretary of Commerce Sinclair Weeks.

Eichholz was one of 11 American businessmen and public service organization executives to be awarded the certificates in recognition of their services in behalf of the U. S. Government in offering practical assistance to people

of other nations through their membership on trade development missions to international trade fairs held in Europe and Japan.

The certificate declares that Eichholz "brought a clearer understanding of the American free enterprise system which produces for peace and prosperity" and officially recognizes the cooperation of the San Francisco Chamber.

Eichholz was a member of a four-man team of advisors to the International Trade Fair in Tokyo May 5-18.

**Gallagher Elected Tenth  
District Vice-President**

George J. Gallagher of San Francisco, Calif., a member of Local No. 798, I. A. F. F., has been elected vice president of the Tenth District of the International Association of Fire Fighters. He succeeds S. H. Shawyer of San Diego, Calif., who resigned because of ill health.

Vice President Gallagher was born in San Francisco 37 years ago. He attended local parochial schools and spent two years at the University of San Francisco. The father of four children, he lives atop Castro Heights which lies beneath the "Twin Peaks" of famous hilly San Francisco.

After service of three years in the South Pacific during World War II, he became a member of the San Francisco Fire Department. Brother Gallagher is a past president of Local No. 798, I. A. F. F., a director of the health service system of the city and county of San Francisco, a member of the Board of Governors of the Bay Area United Crusade and a delegate to the San Francisco Central Labor Council.

As an officer of Local No. 798, he aided and led the fight for holiday pay, a better, less costly uniform shirt and pants, obtained the Internal Revenue ruling that gave San Francisco firemen \$30,000 in back tax money, led in the fight for payroll deductions, aided in retirement legislation and fought for and obtained the highest pay with the best working conditions for fire fighters in the United States.

Vice President Gallagher pledges every aid to his constituents in the Tenth District whenever called upon, and hopes that the same gains which made San Francisco firefighters can be accomplished in the entire Tenth District.

**JOHN P. FIGONE, JR.  
OPENS INSURANCE  
OFFICE IN N.B.**

John P. Figone, Jr., recently opened his own insurance company at 1652 Stockton Street. John, who will handle all kinds of insurance, is the son of Undersheriff John P. Figone.

This young North Beach business man has had years of experience in this field and is capable in handling all kinds of insurance. He is also a notary public.

John was born and raised in North Beach. He attended the Salesian School, Sacred Heart High School and had his college training at the University of San Francisco.

Among the many organizations he belongs to are Dante Council of the Knights of Columbus, Junior Chamber of Commerce and the Sons of Italy.

The telephone number of the John Figone Jr. Insurance Company is EXbrook 7-0698.

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# MAX G. FUNKE, General Manager

## Recreation and Park Department City and County of San Francisco

By WILLIAM FLYNN, Record Staff Writer

**M**AX FUNKE, GENERAL MANAGER of the San Francisco Park and Recreation Commission, has one of the biggest, if not the biggest, estate management jobs in the shadow of the Golden Gate.

Moreover, he probably has more bosses than any other executive in his professional field. They are the 800,000 and more citizens of San Francisco. Oddly enough, they also are his rent payers—they provide the tax funds that keep functioning the wide variety of park and recreational facilities made available for the happy little citizens.

Residents of San Francisco and those individuals who read—and remember—the publicity provided by such organizations as the Chamber of Commerce and Californians, Inc., generally believe San Francisco has one park and one square, bounded by two bridges and a cable car.

### RECOGNIZED LANDMARKS

Those recognized landmarks are Golden Gate Park and Union Square in downtown San Francisco. The exact location of the latter is something of a mystery for hotels within a mile distance from the actual site have been known to advertise their location as on "Union Square."

Actually, San Francisco is a well parked and playgrounded city. The variety of the offered facilities frequently border on the bewildering if not the fascinating.

The city's annual budget for park and recreation activity is \$5,000,000, give or take a dollar or two as who doesn't.

The employment ranges from about 800 to 1,100, depending on the need for seasonal skills in the care and feeding of plants.

### AREA OF OPERATIONS

The area of operation for these individuals is 4,019.17 acres, including some of the most valuable land in San Francisco. Imagine what Henry Doelger would pay for the 1,013 acres of Golden Gate Park if he could get it for a subdivision. And imagine what the home purchasers would pay for a 25-foot lot. Sometimes it is better not to imagine things.

All of the San Francisco play holdings are not situated within the geographical boundaries of the city.

There is, for example, the summer vacation spot, Camp Mather, in the High Sierra, a couple of



MAX G. FUNKE  
General Manager  
S. F. Recreation & Park Dept.

hundred miles eastward and probably one mile straight up.

Among the installations within the city is the Yacht Harbor, an item which was once thought of as strictly for those who have been successful in practicing the free enterprise system. But small boats and even medium and some large boats are no longer the sole sport of wealth. Reasoning that Mr. Average Man is just as anxious and able to buy a boat and pay as much for herthing it as he would, say, stable a horse. Recreation and Park Commissioner and Industrialist Fred D. Parr is laying plans to greatly expand the city's small boat harbor facilities.

Then there is that strange and weird structure called Coit Tower that defies any esthetic standard and causes no end of explanation when visitors from out of town

view it, especially if they are from Asia.

One of the most intriguing unrecorded conversations of modern times was former Mayor Roger Dearborn Lapham attempting to explain the whys and wherefore of Coit Tower to Sir John Kotelawala, Prime Minister of Ceylon. A boy smoocher and a girl smoocher in the moonlight attracted Sir John's attention and the former mayor was able to back out gracefully.

### KEZAR STADIUM

There also is Kezar Stadium in Golden Gate Park which is the home port of the San Francisco Forty-Niners, always a contender but never a champion in that organized mayhem known as professional football.

Everything considered and allowing for the fact that the Recreation and Park department is charged with operating municipal services which sometimes get criticized by politicians as being in the "luxury" classification, Funke is boss over some 50 Parks and Squares, 65 supervised playgrounds, four Housing Development Recreation units, two camps, Lake Merced's kid fishing (an idea developed by Mayor Robinson), outdoor and indoor swimming at six pools and beaches, a Drama center and a Photography center.

With the number of operating facilities involved and the money they cost—and the temperament of that individualistic individual known as the "Park Lover"—involved, Funke, as General Manager, has quite a job.

He also has to deal with some individuals higher on the governmental ladder than he. They are the members of the Recreation and Park Commission who are appointed by the mayor—and the Mayor.

### UNDERSTOOD REQUIREMENTS

Funke, however, has had little trouble understanding just what the Mayor would want in the way of good Recreation and Park administration. A stranger would

think that he could read the mind of Mayor Elmer E. Robinson.

But there is no mystery about it. Funke learned from experience how Mayor Robinson adds two and two and comes up with the proper answer. And, things being what they are, that is not a handicap.

Funke first became interested in recreation and park facilities when he returned to San Francisco after World War II service. As city hall reporter for the San Francisco Examiner, he was greatly interested in the manner by which the former park department and recreation department seemed to conduct similar activities through the medium of individual bureaucratic empires.

Then the consolidation movement was suggested—viewed casually, of course, without too much hope for success because reporters have learned from experience that good suggestions seldom are taken seriously.

### EXECUTIVE SECRETARY

In 1948, Funke, tall, reasonably slim and a bit on the handsome side, was named by Mayor Robinson to be his Executive Secretary and right hand man in the Big Office in the City Hall. There he learned first-hand of the plans

(Continued on next page)

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## MAX G. FUNKE, General Manager

(Continued from Page 7)

for consolidation of the two departments. An effort was launched which placed before the people a charter amendment calling for consolidation of the two departments. Voters approved and the process of consolidating the two activities got under way. Sometimes it appeared the job was as

He found many bottlenecks still remained, and habits of decades had to be "renovated." But Funke had several advantages with which to deal with the problem.

For one, he was not a native-born of San Francisco, an advantage rather than a handicap. Frequently native sons are so well



**TOP**—A constantly delightful feature of Golden Gate Park is the floral plaque in front of the conservatory. Built in 1878, the conservatory is modeled after the famous one in London's Kew Gardens.

**ABOVE**—The toy symphony orchestra attracts thousands of children and their parents to the annual "carnival" which opens the music festival each summer at beautiful Sigmund Stern Grove.

complicated as unscrambling an omelet—a neat trick if anyone could do it.

Consolidation was more than complicated, and often cooperating slowly. But progress was made, and when Funke took over the department some four years later a lot had been accomplished

acquainted with their heritages they cannot see the forest for the trees. Funke does not labor under that parochial handicap.

Funke was born in Lincoln, Nebraska, August 29, 1910, the son of Fred and Elizabeth Funke. His father was an insurance broker and his mother a musician of note.



**TOP**—Camp Mather's lodge and dining room are in a setting of towering trees. This is the 31st consecutive season for San Francisco's popular family vacation camp high in the Sierra.

**ABOVE**—Golden Gate Park's fly-casting pool is considered one of the finest facilities of its kind in the world, is a favorite gathering place for sports groups as well as the scene of many fly-casting tournaments.

After finishing grade and high school at Lincoln, Funke moved with his family to Southern California. During a visit to San Francisco in 1929, Funke met colorful Mayor James J. Rolph, Jr. That meeting may have been one of the reasons he eventually became a San Franciscan, but the trail was a winding one.

He got his schooling at the University of Utah in Salt Lake, returning to San Francisco thereafter. Then came the depression, and in 1934 "because I needed a job", Funke journeyed to Boise, Idaho, to become a newspaperman. By the time World War II came around, he had become editor of the Boise Capital News, a not bad afternoon daily in the Idaho city.

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He stepped into the uniform of a commissioned officer of the Air Corps, now the Air Force; was in the Pacific theater by the autumn of 1943; became counter-intelligence officer for all Strategic Air Forces of the Pacific, the top headquarters in the Pacific for the B-29 operations which so successfully

difficult to define. In the past the Mayor's executive secretary has been His Honor's publicity agent, political advisor, speech writer, handler of unwelcome visitors, fall guy, but secondarily, an executive.

Funke chose to make himself a true administrative executive to the Mayor. He decided he could

and Park Commissioners, who are but one step below the head of state, in this case the Mayor.

There are seven members of the Commission, appointed by the Mayor for four year terms. They select the general manager, "who shall hold office at the pleasure of the Commission," according to Section 41 of the Charter.

The Charter specifies the duties and responsibilities of the General Manager as follows:

"The general manager shall be the chief executive officer of the Department.

"Subject to the approval of the Commission, he shall have power to appoint and to remove a superintendent of recreation, a superintendent of parks, a director of the zoo, and an executive secretary to the general manager, all of whom shall be exempt from the civil service provisions of this charter, and shall hold office subject to such power of removal on approval of the commission."

Long enough in the job to get the feel of the work and establish his policies that the various departments will conduct their dealings according to the best principles of staff work and through channels, Funke has two current objectives.

The major one is to prevent the invasion of the Parks, principally Golden Gate Park, by the expanding state freeway system. It all sums up to the question of whether the automobile, a necessity but a sometimes questioned contribution to life, should invade the natural areas of the world-famed park. In other words, should an exhaust belching motor vehicle oust a barefoot boy from the good, green grass of the park.

Funke holds the boy should have the right-of-way. Whether he is able to sell this rather outlandish idea to the cement and reinforced steel boys of the highway department remains to be seen. But he is giving the effort the old Wild Blue Yonder try with full thrust.

He also is working up plans for another bond issue for park and recreation department improvements. More money will be needed for two ample reasons.

Rising costs due to inflation exhausted the funds from the 1947 bond issue before the contemplated construction and rehabilitation programs could be completed; and secondly, the population of the city continues to grow and therefore there should be more service for the citizens.

The bond issue may total as much as \$7,248,000—the sum estimated as necessary to modernize the plant, as the big league financiers say when they are preparing to sell the stock holders another issue of convertible debentures.

Funke naturally will need time to bring off his long range planning for the department of city government he has grown to love. He has made great strides already, and he's well equipped to do the job.

He is relatively young and certainly ambitious and conscientious. Thus there is the distinct prospect that he will eventually move on to greater things in governmental life.

If and when he does move upward he will have made a great contribution to the people of San Francisco in that he proved effectively that good administration can be applied to the operation of municipal government.



The tall arched Torii Gateway to the Japanese Tea Garden, Golden Gate Park, is a marvel of workmanship made of hundreds of hand-carved pieces of wood, has become a treasured San Francisco landmark as well as one of the few existing reminders of the California Mid-winter Exposition of 1894.

clobbered the Japanese Empire into submission. He ended his active military service in the rank of Major.

Returning stateside, he and his wife, Philura, a graduate of Stanford University, took a long delayed "second honeymoon" before resuming civilian life back in San Francisco. Their children, Mark, now 16 and a Junior at Lincoln High School, and Jean, 14, a student at Aptos Junior High School, were to get re-acquainted with their old man later.

Finally came the day when "Major Funke" had to face the necessity of once more becoming "Mr. Funke, Civilian, Breadwinner." So he called upon the San Francisco Examiner's Executive City Editor Josua Eppinger, a friend he had made on the war front and another old soldier with Pacific ribbons, and went to work as a reporter. He took over the City Hall beat after the proper seasoning.

Then came the day when Elmer E. Robinson was chosen to succeed Mayor Lapham as chief executive of San Francisco. He tapped Funke for his Executive Secretary.

The Executive Secretary to the Mayor of the City and County of San Francisco has duties rather

best earn his money by keeping the endless stream of work flowing; and sometimes making suggestions for long range planning.

In fact, he decided, with the Mayor's encouragement, he could function as a chief of staff—concerned with high level, double dome, "Cloud 19" thinking only in an advisory capacity—but hell on detail.

He had learned the system in the Air Force, not a bad place for the tempering and shaping of a newspaper executive who might go into other forms of administration. Funke had carried this policy into his administration of the Park and Recreation departments, a responsibility he assumed in September of 1954 when General Manager David Lewis, a former budget assistant to the Mayor and a fact and figure man, retired because of illness.

But in the office of General Manager, Funke has assumed the military role of a theater commander requiring staff work from his department heads whom he gives considerable individual freedom with corresponding responsibility.

He in turn reports and makes recommendations on policy to the joint chiefs of staff, the Recreation



No park in the world offers a more varied recreational hill of fare than Golden Gate Park. Within its 1013 acres may be found facilities ranging from a cat players shelter to a football stadium. It also offers wonderful relaxation opportunities to those who would drive, stroll or ride horseback.

## SAN FRANCISCO FIRE DEPARTMENT'S NEW TRAINING CENTER

WITHOUT CEREMONY OR FANFARE, the San Francisco Fire Department's new Training Center opened for business on Tuesday morning, November 30, 1951.

Participating in the first drill were Engine Co. 1 under Lieutenant McTerrian; Engine Co. 18, with Captain Merrill in charge, and Truck Co. 17, with Lieutenant Farrell. Companies are drilled as units and are required to go to work exactly as they would at an actual fire, with their own officers responsible for the proper execution of the various required evolutions. The initial drill is concerned with the standpipe work, and succeeding drills will cover other phases of fire department operational procedure. All three shifts of each of the City's 48 Engine Companies and 18 Truck Companies will be required to participate in each drill.

The Training Center is well adapted to its purpose; it is built on more than an acre of ground, centrally located, and is blessed with the best weather conditions to be found anywhere in San Francisco. It consists basically of two parts: a Drill Tower and Yard, and a Fire College.

The Drill Tower is a seven-story and basement reinforced concrete building, faced with bricks. It is provided with the fire protection devices usually found in modern buildings—standpipes, both wet and dry, approved sprinkler system with waterflow alarm and valve supervision, various types of automatic fire detection systems, fire escape, etc. Different types of doors and windows are installed throughout the building for training purposes.

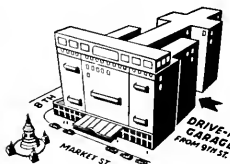
Of particular interest is the smoke and heat generating system. A modern high-test gas furnace provides the heat, and the smoke is supplied by a special smoke generator which burns saw-

dust. Both heat and smoke are generated under controlled conditions, and the danger of a smoke explosion or "back-draft" has been eliminated. The system of controls was engineered by one of the leading companies in the heat-control field.

The heat and smoke, either separately or in combination, are piped into the smoke and sprinkler room, which is used for simulated basement fires and for the testing of sprinkler heads, circulating nozzles, cellar pipes, etc. Immediately adjoining, and also located in the basement, is the observation room;

here the smoke-room controls are located, and the sprinkler-room can be observed through very large windows in the dividing wall.

Each floor of the Drill Tower is provided with adequate drains to carry off the discharge from hose streams. Also located on each floor are connections to an intercom system, with the main control on the ground floor. A man-lift



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KARL C. WEBER  
President & General Manager

has been provided between the first and seventh floors with stops at each intervening floor. Use of the man-lift is restricted to staff members and trainees participating in pomper ladder drills.

A novel feature of the new drill tower is the "Traveling" window which is mounted in a chase in the brickwork and which travels on a cable between two pulleys. The window, which is operated by an electric motor, may be stopped at any point within its limits of travel, thus eliminating one of the "pat" features of the average ladder drill. Hose, when not in use,

(Continued on next page)



ENGINE 29, SAN FRANCISCO FIRE DEPARTMENT. Completed and in service in April of this year, this modern fire station houses Engine Company 29 and Water Tower 3. The former station was located on Division Street between Bryant and Brannan Streets, and was condemned by the State Highway Division to make room for the Thirteenth Street Lateral of the Freeway. The new fire station is commanded by Captain George Poullaries; its architecture, as may be noted from the photograph, harmonizes with the industrial neighborhood which it serves.

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SAN FRANCISCO



**TRAINING CENTER**

(Continued from Page 10)

is hung vertically in a hose-well built into the tower.

The drill yard is equipped with high and low pressure hydrants, improved drafting pit, net anchors for the safety net used in pomper ladder drills, and utility shut-offs of various types for training purposes. The entire yard is paved to standard street specifications, and drainage is ample for use of

heavy stream devices.

The Fire College is intended primarily for class-room instructions, although minor manipulative drills may be held indoors during inclement weather by removing the folding chairs from the large classroom, which is designed to seat up to 180. The classroom can also be divided in two by the use of a folding partition. A full chemical sink, with gas and electric connections and ample cupboard space facilitates chemical demonstrations, for which a ceiling exhaust fan provides fume removal. Ample storage space is available for storing the folding tablet arm chairs and other equipment are required.

Other Fire College features are a well equipped darkroom and photo office for visual aid work, a reference library, office, washroom and kitchen facilities.

San Francisco indeed has the facilities to provide a well-rounded training program, but as a member of the training staff so aptly expressed it, "A training program can be no better than the men who conduct it, and we of the San Francisco Fire Department's Division of Training are determined that our program will always be relevant and practical."

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**ENGINE 10, SAN FRANCISCO FIRE DEPARTMENT.** The new fire station at Nineteenth and Folsom Streets replaces the old house at Seventeenth and Treat, built in 1895. The new house was constructed in conjunction with the adjoining Training Center; opened in February of this year, it houses Engine Co. 10, Truck Co. 7, Tank Wagon 11, Hose Tender 6 and Salvage Co. 4. It also serves as headquarters for the Assistant Chiefs of Division 3, who are First Assistant Chief of Department George L. Trapp and Second Assistant Chiefs of Department William F. Murray and Bruno F. Bassi. Captains of the various companies are John J. Baldelli of Engine 10, Alfred B. Barry of Truck 7 and Edward H. O'Donnell of Salvage 4.

**Press and Union League Club to Sponsor West  
Coast Premiere of "Cinerama Holiday"**

By Whit Henry, Record Staff Writer

San Francisco Press and Union League Club will sponsor the West Coast Premiere of "Cinerama Holiday" at the Orpheum Theatre August 2nd, with all proceeds going to the PULC's scholarship awards for students.

Many events are planned in connection with the Premiere, including a mammoth parade down Market Street, marching bands, searchlights, and radio and television broadcasts in front of the theatre. Producer Louis de Rochemont and his wife, John and Betty Marsh, young American couple starred in the Cinerama film, and Cinerama national officials will be present for the activities.

"Cinerama Holiday" was filmed simultaneously in Europe and the United States, featuring exciting experiences for the two young couples starred, including a jet airplane ride, record-breaking bobsled run, Alpine skiing, unforgettable scenes of Paris, and a jazz session in New Orleans.

The Press and Union League Club and the Crane box office are handling tickets for the Premiere performance, and the Orpheum box office is taking ticket orders for the regular performances.

The Blue Wing Inn at Sonoma is believed to be the first hotel or public house established north of San Francisco.

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## LETTERS TO THE EDITOR

## Office of the Mayor

Editor:

Your May issue of "The City and County Record" which features our San Francisco harbor and our great shipping and related industries is to be most highly commended.

The many interesting, informative and thought-provoking articles in this excellent issue should stimulate renewed interest in the promotion and expansion of San Francisco's port facilities. Through uniting our efforts and resources we can achieve untold returns through our harbor for the benefit of all the citizens of San Francisco and the Bay Area.

With all best wishes, I remain

Sincerely,

ELMER E. ROBINSON,  
Mayor.



HON. ELMER E. ROBINSON  
Mayor

## Treasury Department, Bureau of Customs

Editor:

It is a pleasure to tell you the May 1955 edition of the City-County Record is an exceptionally fine one.

The many outstanding articles are not only extremely interesting and informative but they are of importance to every San Franciscan, particularly those of us working in connection with shipping and world trade through our great harbor.

I am indeed very happy to be a part of this work and, likewise, am very proud of your excellent article on the United States Customs Service. Thank you for the honor bestowed on my office and me in this connection.

You and your staff are to be congratulated for this outstanding issue of the City-County Record. Many friends have written and called to express their pleasure.

With best wishes to you for your continued success and with kindest



CHESTER R. MACPHEE  
Collector of Customs

personal regards and sincere appreciation, I am

Cordially yours,

CHESTER R. MACPHEE,  
Collector of Customs.

## American President Lines, Ltd.

Editor:

This is a belated acknowledgment of your very attractive and worthy Golden Gate Trade & Maritime Festival edition of the City-County Record. It was chock full of very useful and constructive information on San Francisco's No. 1 industry—world trade shipping.

My congratulations to you,

George, and many thanks for the favorable mention given both the President Lines and the Propeller Club.

With kind regards,

Sincerely,

EUGENE F. HOFFMAN,  
Vice President,  
Public Relations

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## San Francisco Chamber of Commerce

Editor:

We owe you a hearty vote of appreciation for the outstanding way in which you covered a subject of great importance to the Chamber of Commerce—world trade—in your May issue.

You did the Chamber as a whole a fine service, as well as those many individuals, our members, who are directly concerned with the field of international commerce.

One of our chief aims, as you know, is to promote the Port of San Francisco and world commerce through it. By devoting your entire issue to the field, you have aided us immeasurably in this job, since public acquaintance with the functions and importance of world commerce is the first step toward public acceptance and support.

Very truly yours,

THOS. J. MELLON,

President.



THOMAS J. MELLON, President,  
S. F. Chamber of Commerce

## Golden Gate Trade &amp; Maritime Festival

Editor:

WORLD TRADE WEEK, 1955

This will be a long-overdue written confirmation of the thanks I expressed personally to you during a recent World Trade Association luncheon.

On behalf of the World Trade Association of San Francisco, and particularly the members of the World Trade Week Committee, sincere thanks to you and your staff for your interesting May issue devoted to the International Trade and Maritime business so vital to San Francisco, to California, and to the Nation as a whole.

The cover photo of the "Pacific Queen" was particularly effective and symbolic of the sound yet adventurous pioneering which has characterized our World Traders and Merchant Mariners since the early days.

Yours was a new vehicle for the spreading of our important message. We are sure that, through your cooperation in the "Record", we reached many readers who otherwise might have gone un-



W. B. GRIBBLE  
Export Manager, W. P. Fuller Co.  
Chairman of 1955 World Trade Week

touched by the World Trade story. Again, many thanks!

Sincerely,

W. B. GRIBBLE,  
1955 World Trade Week  
Committee (Chairman)

M. H. De Young  
Memorial Museum

Golden Gate Park

Editor:

This is a belated note of appreciation for your fine write-ups of our Contemporary Industrial Arts of Fourteen Countries exhibition in the City-County Record.

The show closed June 6 with an attendance of 64,379 and we feel that we owe quite a debt of gratitude to our friends of the press for this turn-out.

We enjoy your magazine.

Cordially,

HELEN HEAD, Publicity

## J. KILLEEN

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## San Francisco Chamber of Commerce

Editor:

Congratulations on your May, 1955 edition "Dedicated to world trade and the San Francisco U.S. Customs District." The entire edition is another tribute to your constant efforts in behalf of the welfare of San Francisco and should serve as an excellent index of the progress San Francisco is making as one of the world's outstanding ports and as an international trade center.

Representation afforded the Chamber is appreciated and you have made excellent use of some of the material from our Progressograms.

Keep up the good work!

Sincerely yours,

G. L. FOX, General Manager.



G. L. FOX, General Manager  
S. F. Chamber of Commerce

## The Northern California Ports and Terminals Bureau, Inc.

Editor:

Your congratulations on your outstanding issue covering World Trade Week in the San Francisco Bay Area and Northern California, with its many feature articles concerning the values and importance of shipping, port and terminal operations, and international commerce to this harbor region.

The Bureau directors and staff especially appreciate your consideration of the program being fostered by the major ports and terminals of the region and their joint efforts to attract new cargo tonnage through the Golden Gate.

It is through such valuable editorial expression as your special Record issue on the development of Bay Region shipping and world trade that we can gain the attention of shippers, carriers and other transportation interests concerned with the progress of overseas commerce.

I would like to thank you personally for your never-failing editorial cooperation and support in keeping the public and your many readers informed as to programs



of vital importance to the overall growth of the San Francisco Bay Region and the expanding trade areas of the San Joaquin and Sacramento Valleys.

With all best wishes for another successful year for the Record and our best personal regards to you and your able staff,

Cordially,

FRANK E. FELIZ, General Manager

## Camara de Comercio dos Estados Unidos da America do Norte em Portugal American-Portuguese Trade Relations

Editor:

Thanking you once again for all the enthusiasm and kindness you have extended on our delegate Antonio Mendonca, we have the pleasure of calling your attention to the fact that our Government is considering the possibilities of freeing the granting of Import Licenses for goods coming from your charming Country.

But we want very strongly to emphasize the importance, for the maintenance of these facilities, of more Portuguese goods being

bought by our American friends.

Do please help us in the final successful end of our mission and mutual interest.

With our best regards,

Yours very truly,

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## San Francisco Chamber of Commerce

Editor:

I have just returned back to the desk and the first letter I write will be to you in sincere commendation of the outstanding issue of the CITY-COUNTY RECORD for May.

I want to congratulate you on putting out one of the best world trade pieces that we have ever had. The editorial copy, excluding my picture, is a real contribution to the cause. It reflects your special talents in effective writing. You may not realize it but you have made a great contribution to world trade that will have lasting effect.

The thousand copies of the edition we ordered from you have been received. As soon as we get squared away we are going to make our overseas mailing and we have a lot of new friends in Japan who will welcome this excellent presentation of our port, customs district and world trade in general. I know that all of our world traders, particularly the members of the Association, are as proud of the special issue as are you. I am sure your first effort will be the forerunner of additional contribu-



ALVIN C. EICHHOLZ  
Manager, World Trade Department  
San Francisco Chamber of Commerce

tions to the important cause of world trade.

With every good wish and my best personal greetings.

Sincerely yours,

ALVIN C. EICHHOLZ, Manager,

World Trade Department.

## The American Cancer Society

Editor:

The San Francisco Branch of the American Cancer Society has just concluded its annual educational cancer crusade. The heavy response we have received during the past several weeks from men and women desirous of obtaining more information about cancer leads us to believe that this has been the most effective informational campaign in the history of our Branch.

We are grateful to The San Francisco City-County Record for its fine assistance in calling to public attention the importance of early diagnosis in the successful treatment of this disease.

Perhaps it is not hoping too much that, with your help, these campaign efforts will have contributed to the saving of some San Franciscans' lives.

Sincerely,

EDWARD McDOWELL, President.

## Wells Fargo Bank

Foreign Department

Editor:

It was indeed a most pleasant surprise to receive your note of the 31st, and furthermore, a considerable coincidence, for I was planning to write you about your fine World Trade Week issue.

The special issue was extensive, informative and all-together a fine job. Not only did I enjoy reading it, but I am sure that it was a

significant contribution to the theme and message of World Trade Week, and undoubtedly told the story to many who otherwise would not have been reached.

I only hope that you may again undertake a similar task, and that we can perhaps offer you assistance in it.

Thank you also for your generosity in placing me on your mailing list. I will look forward regularly to receiving and reading the RECORD.

Thanks again.

Best regards,

ROBERT H. LANGNER  
Foreign Department.

## Marine Exchange, Inc.

Editor:

May I congratulate you on the May issue of the City-County Record?

I was particularly pleased to see you feature the "Pacific Queen" on your cover page. This shows the progressiveness of your popular magazine.

Thanks also for the space you gave to the Marine Exchange activities.

Sincerely,

MARINE EXCHANGE, Inc.,  
J. F. LANDIS.

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## Irwin Memorial Blood Bank Now In New Home With Modern Facilities Providing Laboratory And Donor Equipment Meeting Every Demand

By Record Staff Writer

**P**OMP AND CIRCUMSTANCE ARE SECOND NATURE with San Francisco, but one of the city's most important openings took place recently without the presence of a single city official, Boy Scout, or even a speech.

This was the opening of the new home of one of the foremost life-saving institutions in the nation—the Irwin Memorial Blood Bank of the San Francisco Medical Society, first of its kind in America, and now the most modern.

Because of thorough advance planning, only two donor days

were lost in the move from the old Blood Bank to the new building, and one of those was a Saturday. And even though no donations could be accepted for those two days, full stocks of blood were



FIRST DONOR IS GREETED IN NEW BLOOD BANK HOME. Mrs. Bernice Hemphill, managing director of Irwin Memorial Blood Bank, greets Donna Rolling of 494 Seventh Ave., first blood donor at the new location. Whether by accident or design, Miss Rolling's first name is indeed suited to the momentous occasion.

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available at all times, and the phone switchboard was open, to handle routine and emergency calls for blood during the transition period.

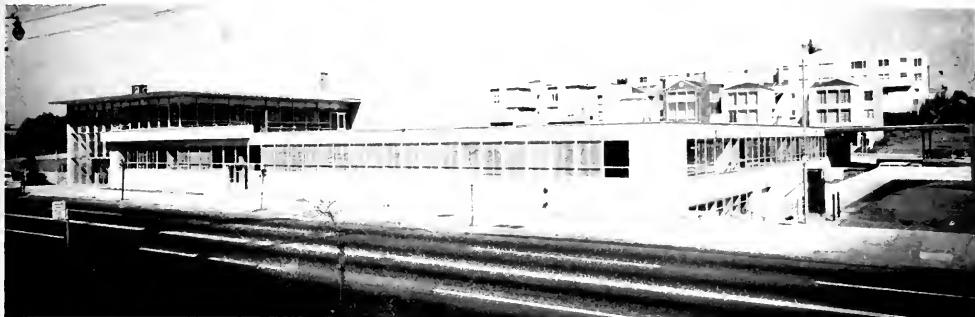
There simply was no time for a formal opening, because of the necessity for continuous public service, and the problems of moving.

The new facility, opened April 4 at 270 Masonic avenue, supplies all blood needs for more than 60 hospitals in San Francisco, Marin, Napa, Solano, Siskiyou, Shasta and Modoc counties, as well as Western Nevada.

Day and night, Irwin is available to provide blood wherever required in its area, whether the call be from a doctor performing a routine operation, or from sur-

(Continued on next page)

# NEW HOME OF IRWIN MEMORIAL BLOOD BANK



geons handling a catastrophe where quantities of blood are necessary. Through cooperation of police and the California Highway Patrol, blood needs over and above stocks routinely kept in hospital refrigerators are supplied at top speed.

Since its founding in 1941, the Blood Bank has been housed in the Irwin mansion at 2180 Washington street. Sale of that classic turn-of-the-century building by the

non-profit, community Blood Bank, and its new facilities provide the most modern laboratory and donor equipment available.

With the aid of its mobile refrigerated truck, and through use of Southern Pacific's "Lifeline" railroad donor car, as well as its San Francisco facilities, Irwin now processes and distributes between 3000 and 3500 pints of whole blood and plasma each month.

Since its beginning, it has regis-

**EXTERIOR VIEW OF NEW HOME, IRWIN MEMORIAL BLOOD BANK**  
Although two days were required to change from the old location in the Irwin mansion at 2180 Washington Street to its present address at 270 Masonic Ave., full stocks of blood were available at all times and the phone switchboard was open. Routine and emergency calls were quickly answered and cared for. But two donor days were missed, one of these being Saturday.

Day and night Irwin Memorial Blood Bank is available to care for all calls wherever required in its area, which includes more than 60 hospitals in San Francisco, Marin, Napa, Solano, Siskiyou, Shasta and Modoc counties as well as Western Nevada.

wars, and many years of routine peacetime needs, years in which the use of blood has increased steadily.

Irwin was the first community bank asked to participate in the Defense Blood Program of the Korean war. During its three years' service, Irwin distributed 169,632 units of whole blood for air shipment overseas, or for processing into blood plasma or other blood derivatives.

Irwin maintains with the hospitals it serves a blood stocking plan whereby a uniform supply of blood of all groups is kept in hospital refrigerators, and deliveries are made once or twice a week by Irwin.

Hundreds of business firms, societies and fraternal organizations have blood reserve funds at Irwin. These funds, similar to savings ac-

counts, provide blood when needed for members of the funds.

In addition, Irwin cooperates with other Blood Banks throughout California—and in many other portions of the nation—in a reciprocity program which makes it possible for a donation to be made here for a patient elsewhere, and vice versa.

Thus Irwin, now in its new home, is ready to continue its unceasing watch over the lives of San Franciscans and residents of the other areas it serves. It can do so, however, only with the assistance of these same citizens, because blood, the most precious fluid of all, has only one source—the human vein.

Make blood donations a habit; the need is constant, and the life you save might be your own.



INTERIOR OF LOBBY, IRWIN MEMORIAL BLOOD BANK

Irwin estate made necessary construction of a new headquarters for the bank and Medical Society offices.

The new building was planned and financed by the San Francisco Medical Society and its Irwin Memorial Blood Bank. Funds for equipping the new bank were obtained through generous monetary donations given by physicians, business groups, women's organizations, and other members of the community.

Irwin was the nation's first, and now is the largest independent,

tered more than half a million donors.

The first one gave his blood in the tiny little Blood Bank in the basement of the Irwin mansion, in June, 1911. The bank had been founded by the Medical Society, whose members know better than anyone the value of blood, and were well aware of the agony of hunting for potential blood donors in time of need.

"Why not bank the blood in advance?" they asked, and the bank was born.

It now has served through two

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## Walter A. Rohde Retires From Chamber As Transportation Manager

**WALTER A. ROHDE**, for 17 years manager of the Transportation department of the San Francisco Chamber of Commerce, and widely known as one of the West's most competent transportation experts, retired from the Chamber July 1 under its pension fund arrangements, according to an announcement by G. L. Fox, general manager.

Rohde will depart shortly on a motor tour of the country with Mrs. Rohde, after which he will decide whether or not he will continue professional activities on a part-time basis.

Rohde became manager of the Chamber's Transportation department in February, 1938. Prior to joining the organization as assistant transportation manager in 1932, he was in the traffic department of the California Packing Corporation in San Francisco. His transportation career began in 1908 as a messenger and rate clerk in the Western Transit Company, from which he went successively to positions in railroading—approximately 15 years—and in civil, military and transportation service for the government—about two and a half years.

"For nearly a quarter of a century, Mr. Rohde has brought high credit to our organization," said Chamber President Thos. J. Mellon. "He has always represented Chamber policy in expert fashion, and no matter whether the policies agreed or differed with someone else's, his opponents as well as his colleagues held him in the greatest respect.

"Mr. Rohde's departure from the Chamber is regretted by all of our committeemen, officers and directors who have had the pleasure of working with him for so many years. We join in wishing him a long and happy retirement."

Rohde's work at the Chamber has included representation of the



WALTER A. ROHDE

community viewpoint at rate proceedings; upholding Chamber policy at transportation hearings; preparing advice on freight and passenger services, schedules and facilities; reporting on rate adjustments and claims for the education of local transportation firms, and preparation of detailed briefs and other documents in the quasi-legal field of transportation controversies.

Rohde has been a director of the National Industrial Traffic League, the Transportation Club of San Francisco and president of the Pacific Traffic Association of San Francisco. He has been active in Red Cross, and is a member of the Masonic Order. He is a native of Milwaukee, Wisconsin.

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## LETTERS TO THE EDITOR

Camara de Comercio dos Estados Unidos  
da America do Norte em Portugal

Editor:

It was indeed a pleasure to make your acquaintance, and I wish to thank you for your interview and kind article published on the City-County Record.

I will like to let you know that there is a great enthusiasm in developing here the trade between our two Countries. My Government is studying the freedom of import licenses for products from the States, but now we have to force the export trade from Portugal.

Do please have me at your disposal for any information you may need, and let me have all the news

from your side that may concern our mission.

Expecting to hear from you soon, please accept my best personal regards.

Cordially yours,  
ANTONIO MENDONCA

## St. Vincent's School for Boys

Editor:

Please accept my heartfelt thanks for the splendid support which your paper gave to our Centennial Observance.

Your generous assignment of

space to our program played a major part in making our celebration a great success.

On behalf of all of us here at the school, therefore, I would like to express again our appreciation for your many kindnesses.

Sincerely yours,  
MSGR. C. J. McKENNA

## Women of Distinction

VALERIE KUHN

President, Beckmann, Hollister & Kuhn, Inc.  
Business and Industrial Engineers

By Record Staff Writer

**RECENTLY, BEFORE AN IMPORTANT CIVIC MEETING** consisting of some of the Bay Area's outstanding minds, a slim flaming-haired young woman captured the entire audience with a dynamic address on modern business. Her intelligence and vitality left no one in doubt as to why Valerie Kuhn is president of one of San Francisco's oldest firms.

Beckmann, Hollister & Kuhn, Inc., have been business and industrial engineers in San Francisco since 1917. The Kuhn was added to the firm name in 1951 when Valerie became a partner and president. Many of San Francisco's leading businessmen have taken the Beckmann, Hollister & Kuhn courses in salesmanship, public speaking and group leadership when they were junior V.I.P.'s. Today they bring their reports to boards of directors, sales talks, presentations, and so on to Valerie Kuhn for the final okay on their effectiveness. Many an executive has been a little more brilliant because of her keen analysis and reorganization of salient points. The roster of clients reads like "Who's Who" — leading advertising agencies, oil companies, the Junior League are but a few.

### RESEMBLES LA HAYWARD

Valerie Kuhn, who looks "like Susan Hayward does when Susan has had a good day," as one client put it, was born with a special "destination: success" tag on her. This explains the fact that Valerie literally walked down a street in Mexico City one day and, on a chance encounter with an old friend, ended up almost overnight the president of a firm in faraway San Francisco! How did a girl who was born in San Jose happen to be in Mexico at that particular moment? That's Valerie! The essence of success is "to be in the right place, at the right time, with the right knowledge." Her life does not argue the maxim.

After attending public schools in Applegate, a community in the foothills of Northern California, where her father, Albert Kuhn, owned and operated a summer resort, she quit college to accept a job with the Redwood Empire Association, an influential organization run by nine counties from San Francisco to Southern Oregon to promote the redwood region.

Starting "practically as the janitor," the outbreak of war found Valerie manager and assistant to the president of the Association. Her work with the Association, which included lobbying in Sacramento, developed her interest in

torial page. No, the publisher informed her, he hadn't overlooked it. It was just that "in Mexico they don't sue you with libel laws — they shoot you!" However, would she like to write one? Valerie became absorbed with Latin-American intrigue and her editorials became so widely read that she was made publisher of Mexico's leading daily newspaper in 1948.

The high altitude of Mexico City halted that enterprise. A consultation with her doctor proved she would have to leave at once for a cooler climate.

Mr. Beckmann proved a stumbling block. "This is no business for a woman. But I will consider it if you will stay here a year and learn all there is to know about it!" For a girl who wanted to be a high-powered press agent, the idea of teaching people to give an effective speech was less than exciting. Ill health and exhaustion prompted her decision to stay. A fortunate decision because now Valerie has found her real life's work. It happened one day in one of the classes when a huge, red-faced glob of a man fumbled through a speech. Watching the man with horror, Valerie thought: "The only nice thing to do is to shoot you!" She forgot about him until a month later when a poised, controlled man gave a decisive talk. It was the same man! "It was as if someone or something had given him manhood," says Valerie.

### PURCHASED CORPORATION

In 1951 Valerie purchased the corporation. "It's a real challenge to help mould a better life for someone else, which is essentially what we try to do in our courses in human relations. To be able to give an effective public speech, for example, even if you never have to, increases one's self-confidence immeasurably. Self-confidence and peace of mind are the synonyms which spell success . . . and happiness."

Valerie and her husband, Dr. Gerald G. Gill, an orthopedic surgeon, whom she married last New Year's eve in Mexico, live in San Francisco. Their home is in the geographical center of San Francisco. As befits this Woman of Distinction, the site is called, appropriately, Mount Olympus.



### A WOMAN OF DISTINCTION

public relations and a desire to develop her future in that field. When war came to an end, Valerie decided to go to Mexico. This was the year 1946 when Mexico City was like a Gilbert and Sullivan opera with ex-kings, and other political refugees cluttering the place. It was easy to meet King Carol, Virginia Hill, tax evader Blumenthal, and other headliners seeking political sanctuary, in one afternoon. It was a time when fantastic international plots were casually brewed as dinner conversation. Next day's newspaper proved them to be true!

Valerie went to work for the Mexico City Herald, the only English language newspaper, translating Spanish ads into English. She noticed the paper lacked an edi-

Mexico City is like Paris—even though you'll meet everyone you know. Walking down the street from the doctor's office, wondering where to go and what to do, Valerie ran into an old friend from San Francisco, Frank Beckmann of the firm of Beckmann & Hollister wanted to retire, why didn't she see him? Valerie had taken the Beckmann-Hollister courses herself while with the Redwood Empire Association and had a deep respect for the firm. Fast wires passed between the two and Valerie arrived in San Francisco for an interview a few days later. It was her intention to buy into the firm and turn some of its talents into a public relations firm quite different from its past success.

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## Impressive List of San Francisco Leaders Will Serve On Committee Favoring Civil Courthouse

**FRESH IMPETUS TO THE MOVEMENT** to erect a civil courthouse in San Francisco's civic center was given with the announcement of an impressive list of prominent downtown business and professional leaders who will serve on the executive committee, according to William H. Woodfield, Jr., general chairman of the Citizens' Committee for a San Francisco Courthouse. Many more important names will be added within the next few weeks, he said.

In addition to many well known bankers, realtors, industrial and community leaders, the ranks of organized labor are also represented, Woodfield stated. The list also thus far includes two-thirds of the members of the bond screening committee which recently approved the measure for the November ballot.

Following are those who have agreed to aid the courthouse campaign:

Mrs. Claire Giannini Hoffman, Walter A. Haas, Sr., W. P. F. Branner, Richard D. Brigham, Earle C. Dahlem, John F. Forbes, I. W. Hellman, Albert S. Samuels, Sr., Frank F. Walker, Karl C. Weber, Lloyd W. Dinkelspiel, Paul E. Hoover, Colbert Coldwell, George H. Thomas, Vincent F. Finigan, George H. Sandy, Benjamin H. Swig, James B. Black, Louis R. Laurie, J. F. Sullivan, Jr., Mrs. Robert D. Schmidt, Harold J. Regan, Fred Braun, Sophie Breslauer, Lyle M. Brown, Mrs. Lazar L. Dropo, Daniel V. Flanagan, Clarence J. Walsh, Mrs. Sallie R. Thaler, Henry Schwab, F. A. Breier, Albert Ichelson, Tom Rolph, Mrs. Ann S. Dippel, George J. Ratty, Edward V. Mills, Dr. Frank H. McKevitt, Dion R. Holm, Robert E. Halsing, Andrew J. Gallagher, Dr. L. R. Ludwigsen and J. F. Ward.

## 33rd S.F. OPERA SEASON ANNOUNCED

The San Francisco Opera Company, announcing its 33rd season, revealed the forthcoming presentation of Sir William Walton's "Troilus and Cressida" in its American premier.

The opera, first presented in London last December, has received wide acclaim and has had more than 20 repeat performances, according to Robert Watt Miller, president of the San Francisco Opera Association.

Also planned is the first production of Verdi's "Macbeth" by the San Francisco Opera Company, revivals of "Coeur d'Or" "Louise," and "Lohengrin" as well as standard operatic favorites.

The season opens Sept. 1 and closes Oct. 20.

Orders for season tickets are now being accepted at Sherman, Clay & Co., Kearny and Stockton streets, San Francisco 8.

## F. J. Wright, A. A. Moser Take Freight Agent Posts With Santa Fe

F. J. Wright and Athur A. Moser were named general freight agents with Santa Fe Railway in San Francisco, Elmer B. Johnson, freight traffic manager, announced last week.

Wright, who joined Santa Fe in the operating department 19 years ago, spent most of his rail career in San Francisco. He served in the Army during World War II, retiring as a captain. He succeeded George T. Hurst, retired.

Moser joined Santa Fe at Chanteco, Kansas, in 1946, and comes to San Francisco from Albuquerque, New Mexico. He also served at Kansas City and Topeka, Kansas.

In another promotion, Leo C. Hudson, acting assistant general freight agent, San Francisco, was advanced to assistant general freight agent, Los Angeles. Hudson replaces F. H. Hemphill, formerly of San Francisco, who moves to Chicago as general freight agent.

## Outstanding Art Exhibit At California Palace of The Legion of Honor

"World at Work," an exhibit of outstanding art commissioned by Fortune magazine since 1930, opens in the California Palace of the Legion of Honor, San Francisco, Saturday, July 16 to continue through September 5.

The exhibit, now on a nationwide tour, represents a jury selection of 63 oils, water colors and drawings, with the subject matter ranging from copper mines to fashion shows, from muskrat trapping to mechanized coal mining. Among the 48 artists represented are: Jane Berlandina, Rainey Bennett, Aaron Bohrod, John Groth, Edward Millman, Charles Buchfeld, Massimo Campigli, Ralston Crawford, Adolph Dehn, Max Ernst, Philip Evergood, Antonio Frasconi, Dong Kingman, Matta, Walter Murch, Bernard Perlín, Ben Shahn and Saul Steinberg.

The tour has been supervised since the shows inception by the American Federation of Arts in cooperation with Fortune, which is observing its silver anniversary this year.

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**WHIT HENRY**

(Continued from Page 3)

Francisco Bay, when his ship entered the Golden Gate and anchored off Yerba Buena Cove in 1775.

But there was little change in the harbor's unhurried life until 1849. Then gold transformed San Francisco's sleepy waterfront overnight.

Gold seekers started pouring through the Golden Gate from over the world. Supplies and merchandise poured through after them. Railroad lines weren't to reach San Francisco for 20 years. Ships were the common carriers then. Vessels jammed the harbor's anchorages and vied for its scanty docking facilities.

In 1851 the State Legislature authorized the City of San Francisco to "construct wharves at the ends of all streets, commencing with the Bay of San Francisco." To help stimulate the harbor's development, the state gave over its domain over beach and water lot property.

But the city was in no position to undertake a major program of waterfront construction. It was already laboring under a heavy municipal funded debt.

In a move to keep port facilities a-building without further mortgaging, the city's funded debt commission was authorized by the

state to lease wharf areas to private groups for ten-year periods.

These firms hastily threw wharves together to accommodate the harbor's accelerating traffic. Most of them were flimsily built. Their untreated wooden pilings deteriorated under the attacks of sea water and the voracious teredo worms. Sections often collapsed, spilling dock workers and cargo into the Bay.

Somehow the harbor got along with this patchwork port for more than a decade of the area's hectic growth.

In 1860, with their 10-year leases from the city approaching maturity, the private wharf operators joined in a plan to extend their holdings.

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They offered to build a seawall and develop better wharf facilities, in return for legislative action that would give them control of the waterfront and empower them to collect the port's revenues.

A bill which would have granted these exclusive privileges for a 50-year term was proposed in 1860, but it was vetoed by Governor John Downey.

Wide reaction to the idea of turning over San Francisco's waterfront resources to private interests brought forth proposals at the Legislature's 1863 session to place the port under state administration.

An act to carry this out was passed and signed by Governor Leland Stanford on April 24, 1863. The legislation set up the Board of State Harbor Commissioners and gave it administrative control of San Francisco's harbor, "with the improvements, rights, privileges, franchises, easements, and appurtenances connected therewith."

The new board also was charged with the upkeep and construction of wharves, piers and seawalls; with necessary dredging; and with collecting rents, tolls, and wharfage and dockage fees.

Commissioners on the three-member board were made appointive by the state's chief executive.

In recognition of the close economic and physical relationship between city and harbor, the board's non-salaried public members are consistently named from the ranks of San Franciscans prominent in the city's business, labor, and industrial life.

The Harbor Board's first commissioners held their initial meeting in November, 1863, amid circumstances that seemed to typify the problems they faced. The day before they met, a Steuart Street wharf caved in and dumped 150,000 feet of lumber into the water.

That was just the beginning.  
(Continued on next page)

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## Harper, Robinson & Co. Opens Los Angeles Forwarding Office

The opening of a new office in Los Angeles on July 1st has been announced by Harper, Robinson & Co., custom house brokers and freight forwarders, through John H. Robinson, vice-president of the organization.

The Los Angeles office, located at 354 South Spring Street, is under the management of Mr. Donald J. Fish, formerly manager of the San Francisco office of Loretz & Co., who has had a background in all phases of foreign freight forwarding and ocean freight brokerage work.

In addition to the downtown Los Angeles office, Harper, Robinson & Co. maintains a branch office at San Pedro, and also has facilities in San Diego for the handling of cargo through that port.

Harper, Robinson & Co. recently celebrated their 57th year in business, having been established in San Francisco in 1898 under their original name of F. F. G. Harper



**DONALD J. FISH**  
Manager, Los Angeles Office  
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## WHIT HENRY

(Continued from Page 19)

Only five of the nine major public wharves then operating were turned over to the new Harbor Board. It took more than 10 years of litigation to establish the board's jurisdiction over the other wharves and waterfront areas that were assigned to it under the 1863 legislation.

### ACCOMPLISHMENTS

One of the Harbor Board's basic accomplishments—one that made possible today's great waterfront and added much valuable land to San Francisco's downtown areas—was the construction of a seawall in the early decades of its administration.

San Francisco's first seawall sections, built in 1869, proved traps for mud and sediment. In 1871 the Board's jurisdiction story recommended that the basic remedy lay in changing the line of the saw-toothed waterfront.

The engineers laid out a seawall line that would parallel the general sweep of the strong bay currents and shoulder off at least part of the silt which filled up berthing spaces almost as fast as they were dredged out.

The legislature approved the plan. The new seawall begun in 1878 corresponds in general to San Francisco's waterfront line today.

Some 12,000 feet of seawall had been completed by 1908. Piers still in full use today—36, 40, 42 and 44 are examples—were built out from the new wall during this period. More than 800 acres of land in what is now the heart of San Francisco's financial district were filled in behind the massive wall as it progressed.

### GENERAL STATUS

That was the general status of the Port of San Francisco after 60 years of gradual development, from 1850 to 1910. It set the stage for what was, by comparison, a feverish period of port construction.

More than \$19,000,000 in harbor improvement bonds were issued from 1911 to 1915 to underwrite the port's advancing line of piers and wharves.

Starting with an initial \$600,000 bond fund, which in effect touched off the harbor's pay-as-you-go expansion, some \$32,000,000 in self-liquidating securities have been issued in the past 90 years to finance port projects.

Additional millions in operating revenues have been sown back by the Harbor Board into pier and terminal construction, under the fiscal plan laid down by the 1863 legislation.

Depression, then World War II brought deferment to a portfolio (Continued on next page)

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full of plans for new harbor facilities.

As it worked out, this 15-year intermission gave the board a natural point of departure for new designs in the latest piers and terminals that have brought so many changes to the port's waterfront profile.

Simultaneously with a return to peacetime trade in 1946, the Harbor Board went into Phase One of a \$20,000,000 port modernization. Today's major products of this program:

Six-million-dollar Mission Rock Terminal, opened in 1950, a 29-acre quay-type facility which ranks as the Pacific Coast's largest overwater pier.

Combined piers 30-32, with 280,000 square feet of ship, truck and rail facilities built over what used to be open water between the two former finger piers.

New grain, copra and cotton terminals in Islais Creek basin, one of the bay's busiest centers of import and export shipping.

### PHASE TWO

Phase Two of the port's expansion revolves around these three multi-million-dollar projects now underway along the famed Embarcadero:

1) A two-million-dollar World Trade Center being built by the Harbor Board in the Ferry Building as a major new "showcase" for import-export trade. The new center is expected to act as a strong stimulus to foreign trade on the entire Pacific Coast. It is the only such mart in the western U. S. which is being built expressly as a center for world traders and their goods.

2) Combination of Piers 15 and 17 into a ship-rail-truck terminal with 390,000 square feet of cargo handling area (a quarter-million feet under cover) and berthing space on three sides.

3) A 700-car, multi-level public garage being put up near the Ferry Building to accommodate traffic on the busy waterfront.

The three facilities, totalling more than \$5,000,000, are scheduled to be completed early in 1956.

These plans and projects, on the whole, reflect the Port of San Francisco's shift from its onetime emphasis on domestic water traffic to a present-day rank as the Pacific basin's major gateway for import and export trade.

And the Harbor Board's plan for further development is based on its conviction that world trade through the Golden Gate will continue to grow along with northern California's phenomenal advance in population, commerce and industry—a growth that over-shadows even the gold rush era which first gave the Port of San Francisco its place among the world's great harbors.

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## BIG AIR SHOW AT S. F. IN AUGUST

More than 1500 Air Force veterans, military leaders and representatives of the aviation industry are expected to attend the ninth annual national convention of the Air Force Association here August 10-14.

Thomas F. Stack, general chairman and World War II navigator, said for the first time the Association will sponsor an air power panorama—a \$100,000,000 exhibition of aviation equipment—in the Civic Auditorium here.

Convention headquarters will be at the Fairmont Hotel, with the National Ladies Auxiliary holding its sessions at the Mark Hopkins.

Virtually every important Air Force and aviation figure in the country will appear at the convention, according to Stack, who announced a list of convention speakers that included Air Force Secretary Harold Talbott, Gen. Nathan F. Twining, Air Force Chief of Staff, Gen. Curtis E. LeMay, commander of the Strategic Air Command, Lt. Gen. James H. Doolittle and many others.

## "Cinerama Holiday" West Coast Premiere In S.F. Next Month

"Cinerama Holiday," the second film of its kind (shown on triple-screen) will have its West Coast premiere at the Orpheum Theatre here August 2.

Locale of the San Francisco scenes in the new production is the studio of Chingwah Lee, in Chinatown.

Preceding the premiere a Market Street parade will be held at 7:30 p.m. August 2, with producer Louis de Rochemont, John and Betty Marsh, the young couple starred in the film, Hollywood celebrities and State and civic officials participating.

All proceeds for the opening evening will be contributed to the Press and Union League scholarship awards fund. Tickets are now on sale for the new production.

## S.F. BOARD OKAYS SHUTTLE BUSES

The Board of Supervisors has approved the request of the Public Utilities Commission to continue until December 31 the 5-cent shopper shuttle bus service both in the downtown and the Mission districts.

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## CALIFORNIA PALACE OF THE LEGION OF HONOR

Thomas Carr Howe, Director of the California Palace of the Legion of Honor, San Francisco, has announced the following exhibitions and special activities for August:

### EXHIBITIONS:

PHOTOGRAPHS BY H. BOWDEN ..... Opening August 13  
 PAINTINGS FROM THE U.S. AIR FORCE  
 COLLECTION ..... Opening August 16  
 RECENT TERRA COTTAS BY  
 ADELINE KENT ..... Through August 7  
 WORLD AT WORK ..... Through August  
 PAINTINGS BY MURIEL BACON ..... Through August 28  
 35 FRENCH PAINTINGS OF LATE 19th  
 AND EARLY 20th CENTURIES..... Through August

### ACHENBACH FOUNDATION:

Museum: AMERICA TODAY BY  
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 Library: EUROPE INTERPRETED BY  
 AMERICAN ARTISTS ..... Opening August 3  
 ORGAN RECITALS AT 3 P.M. EACH SATURDAY & SUNDAY:  
 Mr. Richard Purvis—August 20 & 21; 27 & 28.  
 Mr. Ludwig Altman—August 6 & 7; 13 & 14.

### FREE EDUCATIONAL ACTIVITIES:

Summer painting classes for children, ages 6 thru 14, 10 A.M.  
 every Tuesday and Thursday, thru August.

Introductory classes for adults desiring instruction in contemporary approaches to painting, 2 P.M., Saturdays thru August.

### NOTE:

Pending renovation of Little Theatre, the Motion Picture Program has been discontinued until further notice.

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## S.F. Should be West Coast Terminal for Great Circle Air Service, Chamber Says

San Francisco should be the Pacific Coast terminal for any air service to Europe over the Great Circle Route and the San Francisco Chamber will support this position before the Civil Aeronautics Board.

This was the decision on record following consideration by the Chamber's Board of Directors of applications filed by Pan American World Airways and Trans World Airlines, Inc., to fly the route with co-terminals in major coastal cities.

The Chamber took no position as between the contending applicants but agreed to participate aggressively in the case to seek terminal status for San Francisco before the C.A.B.

It was pointed out to the Board by D. J. McGanney, Chairman of the Transportation Committee, that precedent and opposition of domestic airlines appeared to rule out likelihood that the C.A.B. would grant co-terminal rights to any applicant, so that efforts should be concentrated on filing of data to seek designation of San Francisco as sole terminal for any coast service to Europe.

In another action, the Chamber's Board of Directors directed that the Chamber be represented at Public Utility Commission hearings on a petition of California Trucking Associations, Inc., seeking a 10 per cent state-wide interim increase in minimum rates, to assist in development of facts, but to take no position for or against the petition at the present time.

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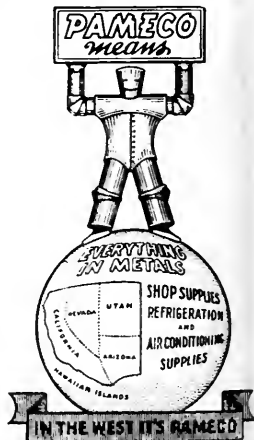


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Record Cover photo — Wm. Flynn

CYRIL F. MAGNIN, President  
State Board of Harbor Commissioners

(See story on Page 7)

## LETTERS TO THE EDITOR

SAN FRANCISCO WORLD  
TRADE CENTER AUTHORITY

August 8, 1955

Editor:

When I look from my windows down on the waterfront and see nothing but empty piers it is very depressing, especially since I was born and raised in San Francisco and can look back just a few short years when the waterfront was



CHARLES ROSENTHAL

steaming with activity. Our magnificent bay and waterfront facilities can handle ships of all sizes from all over the world and therefore should be utilized to the fullest extent.

I am sure that upon completion of the World Trade Center building we will attract exhibitors from all over the United States, also from all countries in the world. It is our aim to have merchandise manufactured throughout the United States exhibited in this building, also a world exhibit. This will attract people from all over the country and once again we will see ships of all types sailing through our Golden Gate.

The World Trade Center was a dream of Leland W. Cutler, who is the Chairman of the World Trade Center Authority and who has been working for many years on the idea of having a World Trade Center in San Francisco. We have had the fullest cooperation from Governor Knight who is most anxious to see this become a large success.

I am glad to have been appointed to the most important committee for Governor Knight.

Sincerely,

CHARLES ROSENTHAL

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appreciate the editorial support you have given the Bay Area ports in their efforts to increase cargo tonnage through the Golden Gate.

The enclosed check for renewal of the City-County Record is our way of saying that we think you are doing a splendid job in

promoting Northern California interests.

With best regards,  
FRANK E. FELIZ,  
General Manager

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AUGUST, 1955

## Around and About

### SAN FRANCISCO'S WAR MEMORIAL

By WHIT HENRY

TOO MANY SAN FRANCISCANS take for granted what is here, but few pay heed to the background stories of the things that make San Francisco what it is. Here, in part, is the story of the War Memorial of San Francisco; the Opera House and the Veterans' Building. I quote from a brochure published by the War Memorial Commission:

"Incepted by a group of citizens interested in the musical and art development of the community, a practical rather than the usual idealistic form of memorial was erected for the living and in loving memory of the dead who protected our country in times of stress.

### TWO BUILDINGS

"Two stately buildings, the Veterans' Building and the Opera House, separated by a Memorial Court, and harmonizing architecturally with the monumental group of civic structures in the Civic Center, comprise the San Francisco War Memorial.

"Although conceived in April, 1918, as a Symphony Hall, Opera House and Art Museum project, the suggestion of the American Legion in February, 1920, that the project be designated as San Francisco's War Memorial, was enthusiastically accepted and carried out.

"Public subscriptions and a bond issue voted by the citizens of San Francisco provided the funds needed to complete this \$6,000,000 project dedicated to the everlasting memory of the splendid men and women, citizens of San Francisco, who have made the supreme sacrifice in the defense of their country.

"Actual construction started

January 2, 1931, and on November 11, 1931, the thirteenth anniversary (Continued on Page 14)

## How well do you know San Francisco?



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## HON. TIMOTHY I. FITZPATRICK

Judge San Francisco Superior Court

### "Father" of the Proposed San Francisco Court House

**I**F THE VOTERS of San Francisco give their stamp of approval next November 8 to a bond issue to provide funds for a long-needed courthouse and the proposed civil courts building ultimately adorns the Civic Center, the handsome structure will be a lasting memorial to the dogged determination and efforts of Superior Judge Timothy I. Fitzpatrick.

A native of San Francisco, the son of Irish immigrant parents, "Tim" Fitzpatrick says a courthouse is "a must, if San Francisco is to administer proper justice."

Certainly Judge Fitzpatrick is one who should know something about the administration of justice, having served on the bench for nearly 40 years. Twice elected presiding judge of the Superior Courts, the fighting Irishman has for more than three decades presided in a Superior Department and, prior to that, served on the Police Bench. With the single exception of the 1930 election, he has never been opposed for office. Moreover, he has for the past 20 years polled the highest vote of any judicial candidate.

For a long time Judge Fitzpatrick has dreamed of the day when his home town could boast a courthouse. He says he has always been rather ashamed to have to admit in his travels around California, the United States and Europe, that San Francisco is the only major city in the world which does not have a courthouse. California's other 57 counties have courthouses and, in fact, Los Angeles is now constructing its third courthouse in its history.

With the bond issue on the ballot, the estimable Judge has redoubled his efforts to bring about the successful passage of the measure. "Civic pride and public convenience dictates the necessity for a courthouse," he tells everyone.

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## Women of Distinction

### DOROTHY HAGER ROGERS

President, San Francisco Council of Churches  
Outstanding Example of Community Leadership

By MRS. G. O. WILSON

THE PRESIDENT of San Francisco's Council of Churches is a woman of vision with a practical grasp of detail essential to success. Wife of one of the city's distinguished surgeons, William Lister Rogers, she has brought to her present position the cumulative experience of years of community service.

It was not accidental that Dorothy Rogers awakened one morning with a well defined plan for a great testament of faith in honor of the United Nations. She had gone to sleep pondering a radio report that the tenth commemorative session of the world organization would be held in San Francisco.

#### AUDITORIUM AVAILABLE

Before sharing her dream with anyone she made sure that the largest auditorium in the city—the Cow Palace—would be available for Sunday, June 19. Then, in consultation with Dr. John A. Gardner, executive director of the San Francisco Council of Churches, she sent a telegram to President Eisenhower.

This message invited the President to make the principal address to a mass meeting of people of all faiths, uniting in prayer for peace. His reply expressed deep interest, but said that he could not be committed to a June date so early in the year. He asked that the invitation be repeated on May first.

With this encouragement, Dorothy Rogers took her plans to her board of Directors. They endorsed the idea of a Festival of Faith. Thus began long weeks of careful negotiation with the various religious bodies of the city seeking assurance of the widest possible cooperation.

#### COMPETENT WOMAN

Mrs. Rogers is no novice in arranging significant gatherings. In the spring of 1954, as Vice President of the Council of Churches, she helped to arrange the Palm Sunday Festival which filled the Civic Auditorium to hear Congressman Walter Judd. She has a flair for money raising—even considers that her favorite volunteer occupation!

When the matter of financing expenses for the Festival of Faith was discussed, she was ready. Seven hundred and fifty box seats would be sold at \$10 each. This would add up to \$7,500—the limited budget. There would still be five hundred box seats to accommodate members of the United Nations delegations and repre-

sentatives of the United Nations, who responded to resolutions prepared by the world leaders of the major faiths.

As she rose to welcome the United Nations delegates and the San Francisco Consular Corps she faced 15,900 people filling the great building to its eaves. Behind her were more than 1,800 singers from the churches and synagogues of the Bay Area. With quiet dignity she included them all in her opening words carried throughout the land over radio and television—"We are the people of the churches, the synagogues and the temples."



#### A WOMAN OF DISTINCTION

sentatives of the San Francisco Consular Corps. The remaining 15,000 seats would be available—free—principally through places of worship.

On June 19 her dream was realized. She sat on the platform of the Cow Palace between Dr. Frederick Nolde, Director of the Churches on International Affairs, and chairman for the Festival of Faith, and Secretary of State John Foster Dulles, who delivered one of two principal addresses. With them also was Sir Leslie Munro, Ambassador from New

Zealand and delegate to the United Nations, who responded to resolutions prepared by the world leaders of the major faiths. As she rose to welcome the United Nations delegates and the San Francisco Consular Corps she faced 15,900 people filling the great building to its eaves. Behind her were more than 1,800 singers from the churches and synagogues of the Bay Area. With quiet dignity she included them all in her opening words carried throughout the land over radio and television—"We are the people of the churches, the synagogues and the temples."

Alert and generous parents, the Hagers gave every advantage of education and travel to their large family. The eldest member took full advantage of her opportunities. After receiving her Science degree in chemistry from the University of Washington, she began extensive travels. Her first trip, with a younger sister and chaperone, lasted a year and covered Europe, North Africa, Egypt and the Sudan, the Middle East, India, South East Asia and the Orient. Within a few months after her return Dorothy was off on a 17,000-mile motor trip around the United States with two brothers. No sooner was she home than her mother proposed another European trip. This time these two concentrated on the Scandinavian countries from which her maternal ancestors had come.

#### TOURED EUROPE

While still a high school girl in Vancouver had met "Lefty" Rogers, the young Rugby player who went north three successive years during Christmas vacations with the Stanford team. They were married in 1929 and immediately left for Europe where Dr. Rogers was to spend the following two years studying in various medical centers.

Thus prepared to understand people and the world they live in, Dorothy Rogers came to San Francisco in the early 'thirties. Three small children, two boys and a girl, did not deter her from accepting community responsibilities. Trained in group activity through her college affiliation with Gamma Phi Beta, she became President of the San Francisco Junior League for 1937-39. Her insistence that

(Continued on Page 13)



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Alan McAfee shoes.

340 Post Street, San Francisco

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(Reprinted from the **BLACK KITTEN**, organ of the Press and Union League Club of San Francisco.)

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Montgomery, with Examiner staff photographer Bob Bryant,



**ED MONTGOMERY**  
Ace Examiner Reporter

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### California Electric Supply Co.

Folsom at Twelfth Street  
San Francisco 3, Calif.

### Industrial Enameling Co.

ALL KINDS OF FINISHES  
1239 - 17th Street San Francisco

### FILBERT AUTO RECONSTRUCTION

Complete Auto Rebuilding  
Auto Painting  
2345 Filbert Street WESt 1-1107  
San Francisco

Phone UNDERhill 1-8144

### JIM BRUCE

#### Chinese Laundry

143 - 8th Street San Francisco

### EXCELSIOR CONCRETE CO.

121 GOETHE STREET  
PL. 5-0268 San Francisco

### A. Diodati & Son CONTRACTORS

1006 Geneva Ave. JU. 5-0567  
San Francisco

### HOUGHTON MIFFLIN COMPANY

Day and Night — JU. 4-7537

### GENEVA FLORIST

"Flowers for All Occasions"  
LEO and DOROTHY ROSI  
912 Geneva Ave. San Francisco

### Clean Rite Building Maintenance

870 - 37th Avenue San Francisco

### CASA BLANCA HOTEL

1951 Sutter Street San Francisco

## Helen Mar of California

833 MARKET STREET

EXbrook 2-4300 San Francisco, Calif.

### OPERATING ENGINEERS

474 Valencia Street San Francisco

5 St. ... Co.  
675 SACR ...  
San ...

Able Building Maintenance Co.  
369 Pine Street San Francisco 1

REO HOTEL  
422 VALENCIA STREET  
San Francisco

JACK CHOW  
636 Sacramento Street  
San Francisco

### BILL'S Richfield Service Station

Complete Lubrication  
1798 MISSION ST., at 14th ST.  
MI. 1-9378 San Francisco

### San Francisco Lighting & Supply Co.

1147 Howard Street  
Market 1-7900 San Francisco

The Famous TEMPO-VANE AUTOMATIC COFFEE ROASTING INSTRUMENTS  
**Tempo-Vane Manufacturing Co.**

Everything for the Coffee Industry  
Equipment — Parts — Service  
LOUIS W. COZOR, 35 - Representative  
330 First Street San Francisco, Calif.  
Telephone: SUtter 1-1076 - 1-1480



IT HAPPENS A HUNDRED TIMES EACH DAY! Bill Flynn's candid shots of a busy executive who answers the phone, completes an item of business and keeps smiling.

# CYRIL I. MAGNIN

## President, California State Harbor Commission

Story and Photographs by WILLIAM FLYNN, Record Staff Writer

CYRIL ISAAC MAGNIN is a merchandiser by heritage and choice. And he is happy with his work.

He is cheerfully building a chain of exclusive women's shops throughout Northern California that the trade awards a high place among the ten stores of their type throughout the nation.

He is equally enthusiastic about selling San Francisco and the State of California in the role of a "public servant."

Merchandising in private industry is his vocation. His public service is his avocation.

He intends to keep them separated—which may be good news for the individual who hopes to succeed himself as Mayor of San Francisco in 1960. Otherwise, with a chance to train for four years, Magnin could make him the duck in the shooting gallery rather than the people's choice.

But he never will be a candidate for the office of Mayor—or any other title.

"I like public and civic affairs," he explains, "but they are not my vocation. They are merely an avocation. I will never be a candidate for public office."

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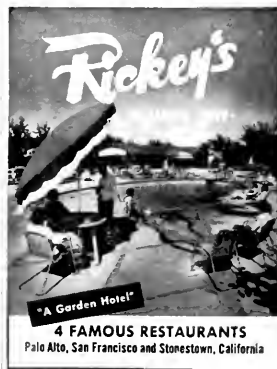
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(Continued on next page)



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EXbrook: 2-4300

San Francisco, Calif.

OPERATING ENGINEERS

474 Valencia Street

San Francisco

5 Star Mfg. Co.

675 SACRAMENTO STREET  
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Able Building

Maintenance Co.

369 Pine Street

San Francisco 4

REO HOTEL

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656 Sacramento Street  
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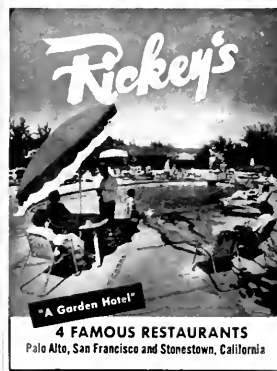
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(Continued on next page)



# CYRIL I. MAGNIN

(Continued from Page 7)

ation and did some thinking. He also executed some of the thoughts.

Basically, what the Joseph Magnin stores, directed and energized by Cyril Magnin, do is sell women's specialty items—wearing apparel and accessories.

This task is Magnin's vocation. Joseph Magnin, a sponsor of some rather distinctive and to the cliché minded, disturbing advertising, now is a chain of 10 stores. The units include two in San Francisco, Downtown and in Stonestown; two in Sacramento, and one each in San Mateo, Palo Alto, Oakland, Berkeley, Walnut Creek, and Reno.

The philosophy of operation that guides the day-to-day operation of

of being different. Thank Heavens, Joseph Magnin "defies the rules."

Magnin is a bit more prosaic in defining his theory of operation.

He sums it up by saying that he strives to appeal to the youth of his customers, whether they be teenagers selecting their first bare-shouldered, long gowns; or grandmothers seeking to recapture their youth with something chic and slinky.

There was an idea in implementing this philosophy into material success.

Magnin, apparently a man who relies a bit on statistical research of the opposition in planning his major tactical maneuvers in the retail business, decided that a cer-



Governor Goodwin J. Knight visited the scene of the recent fire at the World Trade Center in the Ferry Building. Governor Knight was in agreement that the fire had not stopped the progress of the work and expressed firm confidence in the great value of the Center to all California and stated he was particularly pleased to find complete harmony between the Harbor Commissioners and the World Trade Center Authority.

(Left to right): Cyril Magnin, President Harbor Board; Governor Knight, Leland W. Cudler, Chairman World Trade Center Authority; Charles Tait, Director of Port; William G. Merchant, architect, and Charles Rosenthal, member World Trade Center Authority.

these stores—and trying to anticipate the whims of women as far as covering for the body is concerned—must be a Ouija Board has been sunned up best. Magnin says, by some editorial comment in a trade journal called "Retail Advertising Week."

The writer, who is trained in the breathless school of journalism, enthused as follows:

"It's such a frustrating experience . . . What's frustrating is the realization that so few stores are willing to make the effort. So few examples to show you what this sermon is about.

"The more we look for evidence of free thinking the more we realize that stores have a mortal fear

tain section of the San Francisco market was in the hands of competitors and could not be captured without excessive cost and effort.

The competitors were the solidly established San Francisco stores with their habitual customers who would not be shaken from their routine.

He dismissed them and concentrated on the task of winning the youth of the city with the appeal and attractiveness of his store—designed to supply their needs and meet the whims and fancies of their vanities.

He reasoned that if they were conditioned to shop at Joseph Magnin during the impressionable (Continued on Page 12)

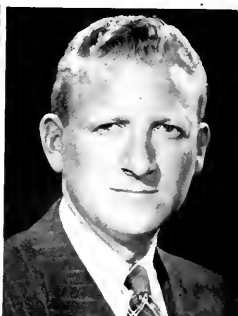
# P. G. & E. NAMES A. J. McCOLLUM AD MANAGER

The appointment of A. James McCollum as manager of the department of advertising and publicity of Pacific Gas and Electric Company was announced. McCollum, the company's new bureau chief since 1946, succeeds Robert R. Gros, who was promoted to a vice presidency of the company last week. The appointment, effective August 1, was announced by Norman R. Sutherland, PG&E president and general manager.

McCollum, of 1854 Thousand Oaks Boulevard, Berkeley, is a former newspaperman and editor who began his journalistic training as a boy on the Coalinga Record, of which his father is publisher.

He graduated in 1934 from the University of California with a degree in political science, also completing majors in English and journalism. A leader in student affairs, McCollum was editor of the Daily California, student newspaper, and was elected to Sigma Delta Chi and Pi Delta Epsilon, journalism honor societies. After graduation he taught journalism and English at the Fresno State College branch in Coalinga while continuing his newspaper career as a sportswriter and press service correspondent.

In 1937 McCollum became editor of the Fresno Guide, resigning early in 1942 to enter the Navy. He was released from active duty as a lieutenant commander after wartime service in the Pacific.



A. JAMES MCCOLLUM

Joining the PG&E advertising and publicity staff in 1946, he soon became the department's news bureau chief, directing the servicing of press inquiries about the company's greatly expanded activities and construction program.

McCollum has continued active in the Naval Reserve and was promoted to the rank of commander in 1953. He is president of the 12th Region of the Navy League of the United States and past president of the San Francisco Council of the League.

McCollum is a member of the San Francisco Press and Union League Club, a director of the San Francisco Advertising Club, and is a member of the San Francisco Chamber of Commerce and of the University of California Alumni Council's committee for the magazine California Monthly. He has been active in voluntary publicity work for the Boy Scouts of America and other organizations.

# NEW RETAIL CREDIT INSTITUTE LAUNCHED TO GIVE ASPIRANTS SOUND UNDERSTANDING OF CREDIT WORK

THE PROFESSIONAL RETAIL CREDIT MEN will offer a course of study designed to give aspirants to the field a sound understanding of the fundamentals of credit work, according to an announcement by L. W. Williams, President of the Associated Retail Credit Men of San Francisco which will sponsor the project.

Called the Retail Credit Institute, the non-profit course will be taught by professional educators in two-hour evening sessions. Williams said. Undergraduate fields to be covered include economics, commercial law, accounting, retail credit fundamentals, and letter writing. Graduate awards will be made following studies in marketing, retail credit management, advanced accounting, statistics, public speaking, money and banking, personnel relations, and taxes.

Certificate awards upon completion of the course will be made by the Retailers Credit Association of San Francisco.

The first class, yet to be announced, will be taught in the Mills Tower. Subsequent studies will be carried on either at this location

or in another appropriate downtown location, Williams said.

"Recognizing the growing importance of credit in our economy and the necessity for specialized training in the skills required," Williams stated, "The Associated Retail Credit Men of San Francisco take satisfaction and pride in being able to offer this course of study as a means for aspirants to, or members of, the profession to gain a broader and more modern conception of the fundamentals of good credit operation."

Those desiring to register or to secure additional details should contact Charles Doran, Secretary, Associated Retail Credit Men of San Francisco, at 15 Stockton St.

## LETTERS TO THE EDITOR

To the Editor:

**ON AUGUST 12, THE FARMERS' MARKET** will be 12 years of age.

It is difficult to realize that 12 years have passed since this wartime venture began on a windswept lot at Market and Duboce Avenue and through the many years of controversy and development has become what is generally known as the biggest and best Farmers' Market in the Nation.

Now situated at its present location on Alemany Boulevard near Bayshore, it serves thousands of our San Francisco citizens and assists hundreds of our California Farmers—mostly the small family-sized farmer.

Perhaps one of the factors most generally overlooked is the tremendous attraction it has for people from all over the world who have marvelled at the uniqueness and setup of the market.

Here one may see over 40,000 shoppers as of a Saturday comingling with the many California Farmers who bring their wares from every corner of the State.

Here one also sees amateur photographers, painters, retired lowans discussing agricultural problems with visiting farmers—backyard "growers" asking advice from an experienced farmer, students from Davis, Stanford and nearby colleges visiting in groups to study this simplest of all methods of merchandising—from farmer to consumer. Here one also

sees 40 to 50 grocers as of a Saturday morning buying their "short" and seasonal produce—the same people who several years ago attempted to strangle the Market—but who now think it's a great place for them.

Twice, the people by a 6-1 vote assured its continuity. Here is really San Francisco's true melting pot—where the farm blends with the City, and as one leading agriculturist recently said—San Francisco's greatest contribution to the cause of urban-rural relations.

And in all this, I, personally, am extremely happy and I, least of all, expected it to attain its 12th birthday back on August 12, 1943.

Throughout the years, you and your excellent publication have been extremely kind to me and my efforts and to the cause of the Farmers' Market. My sincere thanks for your splendid support.

With kindest regards,

Sincerely yours,

JOHN G. BRUCATO,  
Founder San Francisco Farmers' Market.

### IRWIN MEMORIAL BLOOD BANK

of the San Francisco Medical Society

August 2, 1955

Editor:

Our sincere thanks for the excellent article on our new home which appeared in the June-July issue of the City-County Record. The article was most informative and the little appeal made at the end should result in some new blood donations.

The Blood Bank Commission and Staff of the Irwin Memorial Blood Bank of the San Francisco Medical Society are gratefully indebted to you and your magazine for the continuous support given to our nonprofit, community blood bank.

Sincerely,  
MRS. CHARLES D.  
HEMPHILL,  
Managing Director

### THE FEED BAG

3401 CALIFORNIA STREET  
San Francisco

### CASTELLI

2801 BRYANT STREET  
San Francisco

### JEAN SCOTT FRICKELTON ADVERTISING AGENCY

July 25, 1955

Editor:

This is to thank you for your very nice "plugs" for the California Palace of the Legion of Honor in your June-July issue which just arrived this morning. You are always most kind in extending publicity cooperation in your very valuable and interesting publication.

Cordially yours,

JEAN SCOTT FRICKELTON

### LOW RATE HAULING

411 DIVISADERO STREET  
MA. 1-5277

### TELL HOUSE

291 SICKLES AVENUE  
San Francisco

### TOSCANA BAKERY

3220 FILLMORE STREET  
San Francisco

### ELINOR, INC.

312 STOCKTON STREET  
San Francisco

### M & S

Cigar Stores, Inc.  
220 Bush Street San Francisco



PASSING ALONG THE JOB: Outgoing S. F. Chamber of Commerce Junior World Trade Association President Leo E. Kowalski of American Mail Line (seated, left) outlines suggested projects for 1955-56 to the new Association president, Jan Fries of Bank of America's international department. Fries, just elected, is backed by (standing, left to right), Fred Pechner, treasurer; Herbert Magnuson, Jr., vice-president; and Benjamin F. Greenough, secretary.

## JUNIOR WORLD TRADE ASSOCIATION OF S. F. CHAMBER SELECTS OFFICERS, DIRECTORS FOR ENSUING YEAR

JAN FRIES, press-assistant cashier, International Banking Department, Bank of America N.T. & S.A., has been elected president of the Junior World Trade Association of the San Francisco Chamber of Commerce, it was announced Thursday by Thos. J. Mellon, President of the Chamber.

Herbert Magnuson, Jr., of the Overseas Shipping Company, is the new vice president; Benjamin F. Greenough, Bank of California N.A., secretary; and Fred Pechner, James S. Baker Co. treasurer.

Elected as new directors of the Association were: Roger Dakin, R. Dakin Co.; Douglas J. Fellom, Pacific Transport Lines; Henry T. Jacobsen, General Steamship Corp. Ltd.; Fred P. McKillop, Colberg Supply Co. and James Sherrard, Atkins Kroll & Co.

The Junior World Trade Association was formed in 1928 to establish and foster more cordial relationships, better understanding, and greater opportunities for leadership for the younger groups interested in World Trade; and to initiate and develop a general interest in World Trade matters of importance to shipping and transportation interests and the general public.

### P. G. SALES EXPORT CO.

1531 - 2nd Street San Francisco

### Art Furniture Co.

1335 GOLDEN GATE AVENUE  
San Francisco

### Ace Watch Hospital

843 DIVISADERO STREET  
San Francisco

### GEORGE MEU ARCHITECT

693 Mission Street San Francisco

### NEW BRIDGE HOTEL

54 Embarcadero San Francisco

### Emanuel

Manufacturing Co.  
1485 Bayshore Blvd. San Francisco 24

### LION IMPORT CO.

15 CALIFORNIA STREET  
San Francisco

### MISSION AUTO WORKS

BODY and FENDER REPAIRING  
AUTHORIZED DUOCO REFINISHING  
3730 Mission Street • VA. 4-8609 • San Francisco 10

### LADY'S CHOICE FOODS

1237 Minnesota Street San Francisco



## DECENTRALIZATION NOT FATAL

San Franciscans have lately been indulging in some searching self-examination as to the reasons why their city has been undergoing progressive decentralization.

New shopping centers have been growing up all over the Bay region and there has been some concern lest this development affect the city's established downtown retail business area.

Figures just issued by the State on taxable sales for the first three months of 1955 do not justify this concern. On the contrary, they give the city's citizens reason for optimism.

During this three month period just past, San Francisco's total taxable sales were \$363,000,000, up 8.56 per cent, despite decentralization.

Although its population is only one-third of the region, San Francisco did 42 per cent of all the retail business done in the nine Bay counties, indicating that people from neighboring communities still go to "The City" to shop.

Another indication of this is that San Francisco did more than one-half of all the specialty store business and nearly one-half of all the manufacturing and wholesaling.

San Francisco cannot ever afford to be self-satisfied but neither should it indulge in unwarranted fears. Apparently the city is holding its own, despite decentralization, and will continue to do so if it tackles its transient, traffic and urban renewal problems boldly as befits a city of its character.

## CALIFORNIA BODY & TRAILER MFG.

"METAL FABRICATORS"

Up to 3 1/2 inch in thickness and up to 20 Ft. in length  
180-12th STREET . . . SAN FRANCISCO

## GARTNER MECHANICAL ENGINEERING

531 HOLLAND STREET SAN FRANCISCO 5  
EXbrook 2-4862

## MOLER BATHING SCHOOL

161 Fourth Street San Francisco

## FILMAKER POOL ROOM

165 EDDY STREET SAN FRANCISCO

## LUCKY GRILL

94 TURK STREET  
San Francisco

## ROYAL LIQUORS

1100 POLK STREET  
San Francisco

Genial JOHN H. RICKEY, recognized far and wide as a host of unexcelled qualities, believes in advertising and—so it is claimed—will go to extremes to bring guests to his famous establishments in Palo Alto, Stonestown and San Francisco.

To illustrate this point kindly cast your eye for a moment to the picture left above depicting a typical poolside scene at the Palo Alto Studio Inn. Now, being in the proper frame of mind, just move your eye to the photo at the right taken 3637 1/2 miles north in the frozen wilds of the Arctic. How it got there we know not but the untouched photo shows Warner Bros.-Pathe News Cameraman Frank Vail alongside a Rickey road sign just about the North Pole. Vail was one of the news cameramen on the Air Force's recent "Operation Frostbite." They spent a month on the Polar Ice Cap.

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## Walter D. Heller, Business and Civic Leader, Heads S. F. Boy Scout Council for New Year

**WALTER D. HELLER** OF FIBREBOARD PRODUCTS, Inc., business and civic leader and an active member of the Boy Scout movement for many years, has been elected president of the San Francisco Boy Scout Council.

The announcement was made by Oscar C. Alverson, local Scout Executive, following Heller's election to the Council's annual business meeting held recently at the Sailors Union of the Pacific.

Heller, whose service to the Boy Scouts has included five years as a member of the National Boy Scout Executive Board, has been a member of the San Francisco Executive Board for eight years and a vice president of the Council for five.

He will replace Kenneth K. Bechtel of Industrial Indemnity Co., who has served as president of the Council for two years.

Long a prominent figure in both local and national civic affairs, Heller was a director of the San Francisco Community Chest and served as campaign chairman for the Chest in 1950. He is currently a member of the Board of Governors of the United Bay Area Crusade.

Since 1951, he has served as president of the Jewish Welfare Fund of San Francisco, central fund raising body for local, national and overseas relief and welfare agencies in the San Francisco area. He was campaign chairman for the Jewish Welfare Fund in 1947.

Mr. Heller is also chairman of the Sixth Army Area, Armed Services Division, National Jewish Welfare Board, and a member of the Executive Committee of the National Jewish Welfare Board, Armed Services Division.

Last fall he joined a 35-man team formed to study economic conditions in Israel and North Africa and determine at first hand how the philanthropic dollar is spent there.

During the war, he was chairman of USO operations in Northern California. He also served as vice chairman of the San Francisco USO Committee.

He is a former president of the San Francisco Jewish Community Center, a former regional chairman of the United Defense Fund, Inc., and a former vice president of the California Conference of Social Work.

A native of San Francisco, Heller graduated from Lowell High School and attended Stanford University. He lives at 625 El Camino Del Mar in the city. He has been associated with Fibreboard for 35 years.

In addition to the president, the following officers were re-elected to the Boy Scout Council: Walter A. Haluk, Ernest C. Hueter, and William A. McAfee, vice presidents; John M. Perry, Treasurer; John H. Hedden, Sea Explorer Commodore; and Raymond E. Marks, Scout Commissioner.

Re-elected as National Council representatives were: Dr. Don J. Auhertine, Kenneth K. Bechtel, Robert A. Clarke, Warren E. Griffith, Heller, P. E. Lakin, P. Tremain Loud, and Henry E.

Sloss. Newly elected as a National Council representative was William E. Waste, vice president of Bechtel Corp.

Re-elected to the board for a three year term were: Claude E. Fountain, Warren E. Griffith, Peter E. Haas, John H. Hedden, Richard O. Laist, George M. Markidjian, William A. McAfee, John M. Perry, Harold H. Price, Jerd F. Sullivan, Jr., Walter G. Swan-

son, Frank I. Turner and J. Francis Ward.

Re-elected as associated board members for a one-year term were: Dan I. Bosschart, Frank R. Ford, Oscar Gehalle, Rabbi Morris Goldstein, Newton J. Hale, Leo Ihle, William H. Jaenicke, Harry Levison, Charles H. Mayer, Warren H. McBryde, Robert H. Scanlon, Charles de Young Thieriot and Charles L. Wheeler.

## S. F. Chamber Directory Points Up Importance of Federal Agencies in San Francisco

**IN RECOGNITION OF THE ECONOMIC IMPORTANCE** to San Francisco of some 290 federal agencies in the city employing more than 35,000 persons, and other federal agencies in the northern California area also contributing to San Francisco's economy, the San Francisco Chamber of Commerce in cooperation with the General

Services Administration and the other federal agencies has prepared and published a comprehensive directory listing 320 federal agencies in San Francisco and other Northern California areas.

The directory gives agency titles, addresses, telephone numbers and officers in charge.

"Strategically centered on the Pacific Coast, San Francisco is a vital force in the expanding western market," said Chamber Manager C. L. Fox in announcing the publication. "This new directory points up the fact that one of the factors behind San Francisco's preeminence in the Western market is the important role played by the federal agencies."

"Providing the essential civil and military functions and services authorized by Congress, these agencies with their many thousands of employees include representatives of the legislative and judiciary branches, executive departments and independent agencies of our national government."

Fox added that in addition to containing the district and regional offices of many branches of both the federal and state governments, San Francisco today is the headquarters for 30 large corporations with assets of nearly \$27,000,000,000.

## GOP Convention To Get 80% of S.F. Hotels' Transient Rooms

Any doubts that San Francisco can accommodate the delegates, other participants, and out-of-town spectators at the Republican National Convention next year have been resolved by the effective response of this city's hotel men to the personal appeal made here last month by National Committee Chairman Leonard W. Hall. The members of the San Francisco Hotel Association and the Hotel Employers Association of San Francisco have voted to set aside eighty per cent of their transient rooms and suites for the unpredictable thousands of visitors who will spend upwards of five days here in August, 1956, because of this great gathering.

The process of translating these group commitments into new individual hotel contracts is now under way; and the officials of the two associations and the San Francisco Convention and Visitors Bureau are stressing the importance of completing the scaled-up allocations of blocks of rooms while the National Committee's housing chairman—Ted Dalton of Virginia—is here this month to get tangible assurance of all the promised accommodations.

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## CYRIL L. MAGNIN

(Continued from Page 8)

years, they would continue to do so through the adult years. Furthermore, he reasoned, if he met their demands, they would bring their daughters, who would bring their daughters, and so on through the years until the time when only his heirs would be interested in the daily receipts and the margin of profit as compared with percentage of net profit.

This was an excellent theory. What actually makes it distinctive in Magnin's case is the fact that he made it work—as both the traffic through his stores, his gross sales, and the persistency and loyalty of the customers indicates.

### ANOTHER FACTOR

But coupled with this effort was another factor that has made the Magnin enterprise something distinctive in the way of business as conducted by those born and bred in the all too frequently parochial traditions of San Francisco.

For too many years, the individuals in authority and influence in San Francisco have practiced a form of municipal isolation that prevented them from seeing beyond the second pier of the Golden Gate Bridge and the Crown Cork and Seal plant on the San Mateo County Line.

The Cow Palace they tolerated for a time; now never because it is to be the scene of the 1955 Republican National Convention where most of them hope that the spirit of Rutherford B. Hayes will be seen, alive and as vigorous as he ever was.

This group of community leaders merely complained rather than acted constructively when the citizens of the community began to desert San Francisco for the somewhat more ideal living conditions, school facilities, and general peace and quiet of the suburbs.

### SAW DANGERS

The San Franciscans raved and raved about the dangers of what they called "decentralization." Of course, they did little or nothing to repair the cracks in their city that were the cause of what was called "decentralization." Consequently, they lost friends and influence because, it appears, no one loves a cry baby.

Magnin, who possessed an inherited membership in the club of mourners, refused to buy that philosophy of the future for San Francisco.

He recognized the fact that San Francisco was not an island. He knew that the population and economy of the Bay Area was increasing and expanding. He realized that San Francisco could not—physically—accommodate this horde of new citizens.

"Imagine what the traffic in the

downtown district would be if everyone in the Bay Region came to shop in San Francisco," he says with almost fiendish delight.

The answer to that staggers the imagination.

So—instead of taking his place on the mourners bench and calling for the accustomed monogrammed crying towel, Magnin decided to use a little common sense.

"If the customers can't come to the store," he said, "we take the store to the customers."

That he has done rather well.

From personal experience it is known that women enjoy shopping at Joseph Magnin's in Palo Alto as much as they do in San Francisco. In fact, they enjoy it more.

They are able to obtain the Joseph Magnin items that intrigue their fancy and sense of style without the trouble of an expedition to San Francisco. Freeways sometimes confuse them and it is not beyond the realm of possibility that the latest freeway construction will deliver them to Oakland when they really want to find the Union Square Garage.

Magnin may have anticipated this possibility of high speed highways. He has a store in Oakland.

This philosophy of delivering the goods to the customer, with San Francisco remaining the region's headquarters city—with all the polish and posh and prosperity of a military headquarters where life is always better than in the combat areas—Magnin is using in his public service.

### VARIED RECORD

His record in this respect is many and varied. The one continuing theme through it all is that he has practically never refused a call for public service. When he did it was only because he was previously committed to something equally as important. Even he realizes that no matter how hard a man works it is impossible for him to be in two places at once.

During the years he has served with the Re-Development Agency, been a member of the Grand Jury, the Rapid Transit Commission, the San Francisco Transit Commission, directed the Portola Festival of 1928, and now is president of the State Harbor Commission.

It is notable that since Magnin took office a few months ago in the Ferry Building, the Commission has decided to do something about the operation of the harbor. It might be said he actually was teaching an old dog new tricks which is quite a trick in itself.

Magnin not only is an energetic and successful worker for himself, his colleagues and the citizenry in general, but he is of sufficient candor that he can admit that he doesn't know everything.

"Like, I suppose every one else in San Francisco," he says, "I at- (Continued on Page 15)



**KING SIZED BIRTHDAY CELEBRATION**—Five starlets of the current *Follies* show in San Francisco joined Peninsula Restaurant **JOHN RICKY** in an all-out birthday party. Pictured above with Rickie at the Studio Inn in Palo Alto are, left to right, Mary Jayne Freudenthal, twin sisters Joan and Jean Pastor, Diane Schwartz and Mary Goodreau. In addition to sharing the same birth date, all the above skating stars are from Milwaukee, Wis.

## DOROTHY HAGER ROGERS

(Continued from Page 5)

the League programs should include forums on world affairs was an innovation that has since become an integral part of League education.

In 1944 she was elected President of the San Francisco Center, League of Women Voters. Although her term was interrupted by her own illness and the return of Dr. Rogers, ill from his Navy service in the South Pacific, she faced emergency calmly. When it had passed the newly-formed World Affairs Council received the impetus of her intelligent approach. She worked closely with business leaders in attracting sound financial support, and with such eminent academicians as Dr. Eugene Staley, Dr. Harold Fisher and Dr. Carl Landauer in setting up the study group program which has enjoyed such unique community participation. But no part of her continued contribution has exceeded the value of her person-to-person building up of the membership rolls.

William Lister Roger's father and grandfather were Presbyterian ministers. Hence, despite all these community demands, the family tradition of Sunday as a day apart has been the heart of the life Dorothy and "Lefty" have made for themselves. All through the years of bringing up their own children, they have been participating parents, sharing church life and keeping that day free of intrusion. When a few years ago Dr. Rogers expressed the wish that some of Dorothy's energies

might be directed into official church channels, she became her church's representative on the Council that now has her leadership.

For all these facets of her service San Francisco honors Dorothy Rogers. But most of all, because she has demonstrated what a well-trained mind can accomplish when motivated by sincere Christian devotion. She has fulfilled the obligations of a busy surgeon's wife, loyal in her love, companionable in mutual varied interests. She has made and kept innumerable friends by her outspoken honesty, her readiness to respect the convictions of others and her rare ability to close incidents which otherwise could have been divisive.

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### WHIT HENRY

(Continued from Page 3)

sary of the signing of the Armistice, the cornerstones of both buildings were laid. Dedication of both structures took place September 9, 1932. The Opera House was opened for occupancy October 15, 1932, and the Veterans' Building, November 11, 1932.

"Both buildings are identical in external appearance, except for the stage block of the Opera House which rises above the main roof. Each is 180 feet by 282 feet on the ground, with the main front facades increasing to 231 feet in width. They are constructed of California granite and terra cotta.

"Entering the vestibule of the Veterans' Building, one faces the Trophy Gallery, a long, dignified, columned promenade suitable for the exhibition of war trophies and statuary. The south end of the Gallery terminates at the Souvenir Gallery, and the north end at an entrance to the galleries of the San Francisco Art Association, on the fourth floor.

"The Souvenir Gallery, a museum for war medals and other similar souvenirs, is beautiful in the simplicity of its architectural design. The spirit of memory lingers and a feeling of solemnity prevails.

"Dominating the Souvenir Gallery, a Cenotaph, gift of the American Legion Posts of San Francisco, evokes a reverential inspiration to whisper prayers for the comrades who rest in the fields of Flanders. Surmounting this shaft of eternal marble is a bronze urn, containing earth from the graves of Californians in France, while overhead, an ever-burning light, radiating its soft luminous glow, effects an awe-inspiring reverence for the memory of those who have departed. Each year on Armistice Day, the school children of San Francisco pay tribute to those who never returned from France by silently marching past this urn and dropping a flower.

"The auditorium of the building, used for veteran affairs, musical and theatrical productions, is one of the finest in San Francisco. Its conveniences, equipment, appointments, and acoustical properties are unexcelled.

"Eight colorful Brangwyn murals, set in arched panels, which attracted such widespread attention at the Panama Pacific Exposition, from the dominating decorative features. With a seating capacity of over one thousand, 710 on the main floor and 396 in the dress circle and balcony, the main maple floor may be automatically elevated to permit use as a ballroom as well as a theater.

"The stage is 32 feet deep, 48 feet wide, and 71 feet high. Ample equipment and facilities of modern

design are available for the presentation of all types of theatrical productions.

"Thirty-two offices, a conference room and kitchen surround the auditorium on the first floor. In these offices are located the California Departments, and Unit headquarters of various veteran organizations.

"Two band practice rooms, a hall for small dance gathering, and social affairs, storage space, locker rooms, and fan and boiler rooms for both buildings occupy the basement.

"On the second floor is the beautiful library and lounge combined into one big room 38 feet wide, 100 feet long, and 29 feet high. Exquisitely furnished in a color motif of green, which has resulted in it being known as the "Green Room," it has a restful atmosphere and provides an ideal place for those who wish to read, write a letter, or to commune quietly with their own thoughts. Heavily draped high arched windows open on a Loggia extending across the front of the building. A spot to view a parade, a view of the City Hall or of the swift-moving flood of traffic on Van Ness Avenue.

"Just a few steps away are the War Memorial Club rooms. The men and women have separate rooms where they can lounge, partake of refreshments or enjoy themselves at cards. Pool and billiard tables are available and a spirit of comradeship prevails.

"The second floor also has six meeting rooms, heavily carpeted, equipped with necessary desks and altars for meetings, and accommodating from 50 to 250 persons. Each hall has adjoining ante-rooms, candidates' rooms and kitchenettes.

Ten meeting halls of similar design to those on the second floor and the Genealogical Library of the Sons of the American Revolution occupy the entire third floor.

"The fourth floor is the home of the San Francisco Art Association. Here are 13 galleries, a statuary count, library, offices and rest room.

"Approximately 135 different veterans' organizations are holding an average of 4,500 meetings annually in the Veterans' Building. It is estimated that the yearly traffic in the building totals more than a half million persons.

"The Veterans' Building, administered by the American Legion War Memorial Commission, is devoted exclusively to activities of San Francisco War Veteran organizations and affiliated bodies, with the exception of quarters for the San Francisco Art Association."

Space being limited I will bring this month's column to a close, but next month I will give you the details of San Francisco's beautiful and justly famous Opera House.

**CYRIL I. MAGNIN**

(Continued from Page 12)

ways thought there were three things wrong with the port of San Francisco. At least I did before I was appointed a Harbor Commissioner and had a chance to learn a few things.

"First, I thought, that Labor was the cause of all the port troubles. Then, I thought that the state ownership of the port was keeping shipping away. And thirdly, I believed a good promotion program would solve just about everything not covered by the other two items.

"Since becoming a Commissioner I have learned:

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"First, that Labor in San Francisco and on the waterfront has a record for stability during the last 15 years that is completely overlooked and that Labor is not the cause of our troubles.

"Secondly, I learned that the shippers don't care one way or another whether the state or the city owns the port. Its immaterial to them. They are interested only in an efficient port.

"Thirdly, I have decided that as far as the port promotion program is concerned there is one rule of merchandising that should be observed.

"That is: Poor advertising will sell a good product but good advertising will never sell a poor product.

"Let's face it—right now the Port of San Francisco is a poor product. It can't be sold no matter how good the promotion. We have to modernize the port—and then we will have a good product that we can sell with good advertising."

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This probably is the philosophy behind the lengthy and detailed port improvement program recently announced by the Harbor Commission.

The idea is good.

Whether it will be put into effect is another question.

There is a little matter of money concerned, ten, twenty, maybe even a hundred million dollars, a small sum indeed when compared with the cost of an atomic powered aircraft carrier.

"Public business is a little different than private business," Magnin says.

The odds are that if Magnin stays on the job for a reasonable length of time, he will find a key to some vault for the necessary money.

Regardless of how little he and the other Harbor Commissioners are given to work with, the citizens may be assured they will have had a run for the money, to coin a phrase.

For Cyril Isaac Magnin is the type of enlightened, intelligent, sophisticated practitioner of the arts of private industry who realize the necessity of contributing their share of energy and intelligence to the common good.

The only trouble with him and his small group is—there are too few of them.

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# CITY-COUNTY RECORD

VOL. 22 — No. 9  
SEPTEMBER, 1955

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THE MAGAZINE OF GOOD GOVERNMENT



Record Cover photo by Wm. Flynn

**JOHN LAURIE HOGG, President**

(See story on page 7)

**S.F. Building and Construction Trades Council; S.F. Civil Service Commissioner**

## LETTERS TO THE EDITOR

### CALIFORNIA COMMITTEE ON PLANNING RECREATION, PARK AREAS AND FACILITIES

August 18, 1955

Editor:

Congratulations for the splendid Recreation and Park issue (June-July) of the CITY-COUNTY RECORD.

With California's population increasing—at the rate of 8,000 a month, I am informed attention to recreation is more and more important. To meet the demand for homes for newcomers, sub-dividers are buying up unimproved land all over the state, in both urban and suburban areas and unless there is a city or county master

plan with adequate provision for schools, playgrounds, and parks and with adequate laws for the enforcement of its provisions, it will soon be too late in many communities to acquire recreation areas at prices cities and counties can afford to pay.

Because of the urgency of this problem, a state-wide committee on planning for parks and recreation areas and facilities was formed early this year obtain the necessary funds from the Rosenberg Foundation to make possible a ten months study of space needs throughout the state. The study will result in a guide which will provide needed standards—looking twenty years ahead—for parks and playgrounds in metropolitan areas, communities and county-wide and regional level.

I was very interested in the Director of the project, Mr. R. Anderson, and Mrs. Della Anderson. Our committee members are listed on page 10.

We also have a list of twenty-five members in Northern California and seven members in Southern California.

Thanking you once again for the CITY-COUNTY RECORD, I am,

Very sincerely yours,

JOSEPHINE D. RANDALL, Director

### RECREATION AND PARK DEPARTMENT

August 15, 1955

Editor:

On behalf of the Recreation and Park Commission I wish to commend and congratulate you on the unusually fine cover story carried in the June-July issue of the City-County Record.

Not only was it an incisive background story of an exceptionally fine public official, Max G. Fawke, our General Manager, but it also provided a most interesting scrutiny into the administration of the Recreation and Park Department.

LOUIS SUTTER,

President, Recreation and Park Commission

### IRWIN MEMORIAL BLOOD BANK

August 30, 1955

Editor:

Thank you very much for forwarding the clipping from the Twin Peaks Sentinel, of reprint of the article on the Blood Bank carried in the City-County Record.

Your interest in our blood program is sincerely appreciated and we wish to thank you once again for your wonderful cooperation.

Sincerely,

MRS. CHARLES D. HEMPHILL, Managing Director

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RICHARD H. ALLEN ..... Associate Editor  
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### Contributing Editors:

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SEPTEMBER, 1955

## Around and About

### SAN FRANCISCO'S WAR MEMORIAL

By WHIT HENRY

The August issue of the Record described San Francisco's impressive Veterans' Building. In this issue our story is devoted to our nationally known and acclaimed Opera House, quoting further from a brochure published by the War Memorial Commission:

#### The Opera House

All the elements necessary for beauty, convenience and mechanical perfection have been combined to make the San Francisco War Memorial Opera House the outstanding structure of its kind in the world.

This magnificent Temple of Music incorporates a rhythmic blending of form and color, producing a setting of incomparable loveliness for music and opera.

The main facade gives entrance to the lobby and thence to the foyer, with its walls of cast stone, vaulted and coffered ceilings and floor of marble. Broad stairs of marble rise to the upper levels from each end, and on the sides opposite the entrances, four broad carpeted steps lead up to the doorways of the orchestra entrances. On both sides are wide promenades with doors giving entrance to patrons in automobiles.

The architectural treatment of the theater is simple, direct and dignified, as is befitting an edifice of this character. With a width of 113 feet and length of 161 feet from proscenium to rear balcony way, it has a seating capacity of 3,285 persons and provides for comfortable standing room of 300. The mezzanine provides 25 boxes, each one having a private vestibule, approached from a broad promenade, served by stairs and elevators from the first floor. The dress circle and balcony are reached from various promenade levels and have their own foyers,

rest rooms and other conveniences. On the level below the main

(Continued on Page 14)

## How well do you know San Francisco?



Even most lifelong residents of the Bay Area haven't visited all the famous landmarks that have made San Francisco beloved the world over. If you're a stranger, a Gray Line tour is a must; if you're a native, you'll still find a tour exciting, informative, entertaining. Be sure to tell visiting friends: Take a Gray Line tour of San Francisco. Hundreds of thousands do—every year and say, "There's nothing like it!"

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# WENTE, STATE CHAMBER HEAD, EMPHASIZES PROTECTION AND PRESERVATION OF RESOURCES

THE IMPORTANCE OF OUR STATE'S natural resources to its economic health and vitality is far greater than our citizens may casually realize. If neglected and dissipated, our lumbering industry would be nil, our farm records would long ago have been eclipsed, our oil industry would be but a memory, our cities would be shabby and dry and our recreational areas would become unsightly wastes."

The protection and preservation of California's natural endowments for its citizens, its visitors and future generations of Americans were emphasized recently by Carl F. Wente, San Francisco, President of the California State Chamber of Commerce.

"Each and every one of these natural gifts needs constant watching and care—even our air is not beyond contamination," Wente asserted in an address before hundreds of California leaders in government, industry and business. They were gathered for the traditional Sacramento Host Breakfast, which each year honors officers and directors of the State Chamber of Commerce and the California Agricultural Society.

The occasion, an annual event, held on the eve of the State Fair,



CARL F. WENTE, President  
Calif. State Chamber of Commerce

brings together these business and farm leaders from all over California. Earlier during the breakfast session, the 500 guests heard addresses from W. C. Wright, President of the Agricultural Society of California, Senator William F. Knowland, and Governor Goodwin J. Knight.

Wente told the gathering, "Continued growth is as much a part

of our State's life cycle as the earth of which it is made. By 1975, we will be 21,000,000 in number. These people must have more water and better soil on which to produce their food, they must have timber for housing, oil and gas for heating and propulsion; they must be provided additional areas for recreation at our beaches, deserts, mountains and in our streams and lakes. "And," he added, "they must be guaranteed clean air and unpolluted water."

Wente, retired Bank of America President and member of the State Fish and Game Commission said, "There is no doubt that the discovery and abundance of California's natural resources were, and will continue to be, the major stimulus to our phenomenal development."

Extolling the great abundance of the State's vast resources, Wente said, "We have the greatest diversity of mineral deposits; our valleys and our Coastal ranges have some of the deepest and richest soils in the world, lumber production in California is second only to Oregon."

He commended the lumbering interests in the State for the nearly 2,000,000 acres of tree farms. "In many areas, the growth rate of these tree crops is far more rapid than that of our virgin stands, where new growth is practically non-existent."

The banking executive cited water supply as one of the re-

sources most vital to the continued growth of the State. "If we can protect and secure our rights to the Colorado River and continue to develop our intra-state streams, we will have ample water supplies for all purposes," he said. Wente also predicted that future water development while meeting the needs of expanding population, will be more costly.

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## Women of Distinction

**JENNIE MATYAS, Vice President  
International Ladies' Garment Workers Union  
Ambitious for Education, America Gave  
Her Opportunity**

By Record Staff Writer

**IF YOU WERE TOLD** that you were going to meet the only woman vice-president of the International Ladies' Garment Workers Union, what would you expect to see? We very much doubt if the picture to rise in your mind would fit Jennie Matyas, a chic and dainty little person, with short silver hair and a clear golden tan, enormous charm and distinction.

That, nevertheless, is what she is, and if her looks belie her almost incredible achievements in the rugged field of labor, the intangible aura of distinction does not. For this petite and gracious woman, who came to America from Hungary at the age of ten, has done more for her fellow Americans, in the course of her working career, than can be readily calculated, even now.

### TYPICAL IMMIGRANT

She was a typical immigrant, traveling steerage with her mother and several brothers and sisters, and after finding a tenement home in New York, all of them slept on the floor until the mother, out of the family's meagre and spasmodic earnings, was able to pay back their borrowed passage money.

Jennie went to work in a garment factory before she was fourteen, hiding when the inspector came around, so that he wouldn't find out she was under age. The time came, however, when she was able to earn openly the customary \$3.20 for a full work week of forty-eight hours. The standard work-week for adults was 54 hours but it was illegal to work children under 16 years more than 48 hours!

### TWO AMBITIONS

She had two ambitions at this time, to learn how to do dress-making really well, and to master the English language. So she brought home extra piece work to do while she ate her supper, and then scampered off to night school until 10 p.m. "In my own mind I knew I was going to go on," says Jennie Matyas. She even cherished the audacious thought of going to college sometime.

She was hardly more than fifteen, however, when destiny interrupted this routine. She had advanced to the colossal wage of \$11.00, when a fellow worker broached the idea to her of joining a union. "What's that?" asked young Jennie, and when she heard, her next innocent question was, "Would the boss like it?"

In spite of a negative reply, she attended the first union meeting,



Record Photo by George Shlumen

### A WOMAN OF DISTINCTION

a small and surreptitious gathering in an obscure back room. She came away with a burning desire to do her share in improving the lot of all workers, and the conviction that this could not be done individually. When a general strike was planned, she prayed to be called upon to do her share, and she was; her job was the distribution of leaflets in the wee hours of the frosty mornings. During the 1913 strike, she had charge of one of the large gathering halls. When

the strike was settled in three weeks, far short of many of the union's demands, she remained to help those still on strike. When it was all over it took her almost a year to find another steady job.

All this time, off and on, she kept at her second great ambition. For a while she attended night classes in English at Columbia. However, her activities in her union were so all-absorbing,—membership on the Executive Committee, Grievance Committee, Organization Committee etc.—that it was not until 1922 when she again thought she could implement her great desire for more

a freshman, at the age of twenty-seven and lived in Decatur, a typical American town—two parts of her ambition fulfilled. "It was all pretty hard," she admits, going to college and supporting herself, but she also managed a summer session at Western Reserve University in Cleveland, and a sophomore year at the University of Wisconsin. She met and married John Charters, a printer and inventor, and came with him to San Francisco in 1925.

### DID DRESSMAKING

She did dressmaking at home, so that her husband could have more time for his inventions, and was not active in union work again until 1934, when the AFL met in convention in San Francisco. Jennie Matyas "couldn't resist the temptation" of getting in touch with her old friends in attendance. When David Dubinsky, president of the ILGW Union met her there, he asked her at once to come back and help. Soon therefore she was back in the Union as organizer and educational director.

She is proud of having helped to organize the Chinese local in San Francisco—and also, as far back as 1915, the first group of Negro workers in New York.

### RESIGNED JOB

When she felt that her work with the union was for the time being complete, Jennie resigned her job and at the age of forty-six returned to school. She entered the University of California as a junior. While at school War Manpower Commissioner Paul V. McNutt asked her to help in the war effort, as one of an advisory committee of ten women to advise on

(Continued on page 13)



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knowledge and formal education.

"It's an ill wind that blows no good," said Jennie. When the Communists became active and disruptive in her union, Jennie decided to quit and try once more for school. She attended private "prep" schools and in one year of part-time work and school she crammed in her 4 year equivalent of high school and passed the New York State of Regents college entrance examinations.

She entered James Milliken as

## S.F. Women Rally To Honor Judge Theresa Meikle On 25th Anniversary of Appointment To Judgeship

THE WOMEN OF SAN FRANCISCO are planning a Silver Anniversary Luncheon to pay tribute to one of their most distinguished citizens—Judge Theresa Meikle. The women of Judge Meikle's own legal profession, Queen's Bench, of which she is a charter member, conceived the idea, and they called together the presidents of the women's clubs in San Francisco with whom Judge Meikle has been long identified, to aid them.

Under the leadership of Deputy City Attorney Agnes O'Brien Smith, the committee now has representatives from many women's clubs, including the General Federation of Women's Clubs, Women's Chamber of Commerce, Native Daughters of the Golden West, American Association of University Women, Young Ladies Institute, National Council of Catholic Women, Lawyers' Wives, Soroptimists, Business and Professional Women's Clubs, and Zonta, to name but a few.

A large civic luncheon in the Gold Ballroom of the Sheraton Palace Hotel will be held on Saturday, October 8, in honor of Judge Meikle's 25th anniversary of her appointment to the Bench. She was San Francisco's first elected woman judge, and the women who worked long and hard to insure her election, point to Judge Meikle with great pride for the manner in which she has carried out her duties. She is now serving as Presiding Judge of the Superior Court of San Francisco.



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To accomplish these day to day chores, some men and women devote their whole lives as civil servants. Other men and women take time out from busy lives devoted to other pursuits to serve as elected officials, to direct municipal government according to the will of the people.

The League of California Cities, comprising both career and elected executives and officials of our State's many municipalities, will hold its annual convention in San Francisco next week (Sept. 18-21). Mayors, managers, chiefs, department heads, superintendents and many other municipal officials will swap experiences, describe new ideas, thresh out problems, all in the interests of better municipal government.

And California has a host of municipal problems as everyone knows. Our mushrooming population has imposed terrific burdens on municipal government as our towns and cities burst at the seams. Every urban resident and every rural resident, too, will wish the sincere, hard-working municipal officials and employees the best of luck at their annual convention next week.

### S.F. WILL HAVE TRAFFIC SCHOOL

San Francisco's proposed school for traffic violators will get under way next month. Municipal Judge Lenore Underwood, chairman of the coordinating committee on the project, said today.

The student body will be limited, initially, to more flagrant violators of San Francisco's traffic regulations, with a gradual increase of all violators as a means of reducing traffic hazards through education. Classes will be held at night, and on Sundays, for convicted violators, according to Judge Underwood.

California's first shipment of uranium ore was made in July, 1954.

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# John Laurie Hogg

**S.F. CIVIL SERVICE COMMISSIONER  
PRESIDENT, S.F. BUILDING AND CONSTRUCTION TRADES COUNCIL  
BUSINESS AGENT CARPENTERS UNION, LOCAL No. 2164, A.F.L.**

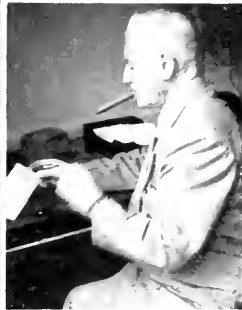
Story and Photographs by WILLIAM FLYNN, Record Staff Writer

SOME OF THE CARTOONISTS who were given Labor Day assignments should do something that could be good for the Republican Party also.

They might wake up and realize they are living, as James Haggerty, presidential press secretary so aptly observed not so long ago, that 1955 is in the second half of the Twentieth Century.

Such an admission, as wrenching as it might be to their conception of the principles of the Founding Fathers, would do both of them good.

The cartoonists approached their Labor Day assignments with complete unoriginality—and woeful ignorance. They depicted labor leaders as shirt-sleeved individuals who wore square paper hats and held a great big hammer or monkey wrench in their toil stained fingers.



COMMISSIONER JOHN HOGG appreciates a good cigar and our Bill Flynn with his candid camera caught him "lighting up." It may well be that this brief interlude affords the Commissioner who must make many important and momentous decisions, an opportunity for final quick review. His decision will be strict but it will be just!

That is not true at all.

Their picture would have been more in keeping with the times if they had shown the labor leader wearing a morning coat, striped trousers, Ascot tie, and gracefully balancing an Anthony Eden homburg on his head. At least, that is the way things appear to be heading in the dress of the modern labor leader.

The labor leader of the second half of the Twentieth Century is not only a well dressed individual who favors white shirts, subdued ties, and double breasted grey flannel suits—but he has the mind

John Laurie Hogg is a labor leader of San Francisco who can meet all these qualifications. He dresses like a banker, is completely at home with the civic and political and cultural leaders of the city, and never loses sight of the fact that his principal mission in life is to make working conditions better and pay checks bigger for members of his union.

In San Francisco, Mr. Hogg, holds three official titles.

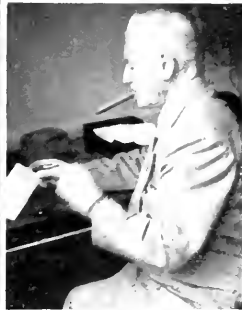
He is business agent for the Carpenters Union, Local No. 2164, A.F.L., of the Brotherhood of Carpenters. As such he has an influ-

ence on every construction job in San Francisco.

He also is president of the San Francisco Building and Construction Trades Council, a "holding company" of construction and craft unions that wields no end of influence in social and economic spheres in the life of the community.

He also is a member of the Civil Service Commission of San Francisco which makes him one of the employer representatives in dealing with more than 20,000 men and women employed by the taxpayers of the city.

Mr. Hogg juggles these three



hats with an ease that never leaves him out of breath or his audience gasping in anticipation that he will fall off the high wire and miss the net below.

John Laurie Hogg was born in Scotland on May 7, 1888, the son of Walter Scott Hogg and Agnes Laurie Hogg. He immigrated to the United States after learning his trade in his native land, settled in Canada, and served overseas as a member of the Canadian Army in World War I.

He returned a veteran, married Frances Kirk in 1920, and came to



JOHN LAURIE HOGG "is a labor leader of San Francisco who dresses like a banker, is completely at home with the civic and political and cultural leaders of the city, and never loses sight of the fact that his principal mission in life is to make working conditions better and pay checks bigger for the members of his union."

San Francisco on his wedding trip.

"I fell in love with the town and we came back as soon as we could," Mr. Hogg says.

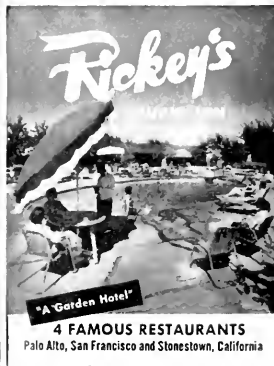
The years that followed, until the Depression of the Thirties gripped the nation and community were relatively quiet ones. Hogg worked at his trade, established a home, took a casual interest in union affairs.

He had signed his first application for union membership at Westminster, Canada, in 1912.

It was when the Depression touched off a social and economic revolution in the United States that Hogg became active in Union affairs. He won his first union office in 1934, emerging from the nameless rank and file of membership because the problems of the moment required men of native ability and capacity for leadership.

Since then he has continually

(Continued on page 11)



## CITY AND COUNTY OF SAN FRANCISCO

ELMER E. ROBINSON, MAYOR

## Directory of City and County Officers

## ELECTIVE OFFICERS

\*Indicates vacancy

## MAYOR

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 400 City Hall, Z. 2, HE 1-0163  
 ELMER E. ROBINSON, Mayor, ..... 1955  
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 GEORGE J. GRUBB, Administrative Assistant  
 JOHN D. SULLIVAN, Public Service Director

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 HAROLD S. DOBBS, 311 California St., Z. 4, GA 1-  
 4606, Res. 1601 Monterey Blvd., LO 4-1341

DR. CHARLES A. ERTOLA, 253 Columbus Avenue  
 DO 2-8035

JOHN J. FERDON, 155 Montgomery St., Z. 4, GA 1-  
 5117, Res. 2906 Buchanan St., JO 7-1915

JAMES LEO HALLEY, 948 Phelan Bldg., Z. 2, GA, 1-  
 3704, Plaza 5-1727; Res. 22 Seacraft Ave., Z. 21,  
 BA, 1-2285

J. EUGENE McATEER, 206 Jefferson St., Z. 23,  
 PR 3-1477; Res. 130 Santa Ana Ave., Z. 27, LO 4-2464

FRANCIS J. McCARTY, 220 Montgomery St., EX 2-  
 3475, Z. 4; Res. 3234 Divisadero St., FI 6-6902, Z. 23.

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 SE 1-1582

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 2121, Ext. 284  
 SENTER, MISS LILLIAN M., Chief Assistant Clerk

## STANDING COMMITTEES

(The named Supervisor is Chairman of the Committee)  
 COMMERCIAL AND INDUSTRIAL DEVELOPMENT—  
 Carberry, Casey, McCarty Meets at call of the Chair

COUNTY, STATE AND NATIONAL AFFAIRS—Halley,  
 Casey, Ertola Meets 2nd and 4th Thursday, 3:30 p.m.

EDUCATION, PARKS AND RECREATION—Casey, Mc-  
 Atter, McMahon Meets at call of the Chair

FINANCE, REVENUE AND TAXATION—Dobbs, Ferdon,  
 McCarty Meets every Wednesday, 3:00 p.m.

JUDICIARY, LEGISLATIVE AND CIVIL SERVICE—  
 Ferdon, Halley, McMahon Meets 1st and 3rd Thursday,  
 3:30 p.m.

POLICE—Ertola, Blake, Carberry Meets 3rd Wednesday,  
 4 p.m.

PUBLIC BUILDINGS, LANDS AND CITY PLANNING—  
 McCarty, Dobbs, Blake Meets 1st Thursday, 3:00 p.m.

PUBLIC HEALTH AND WELFARE—McMahon, Carberry,  
 McCarty Meets Wednesday, 3:30 p.m.

PUBLIC UTILITIES—McCarty, Ferdon, McCarty Meets  
 1st Wednesday, 3:30 p.m.

STREETS AND HIGHWAYS—Blake, Halley, Ertola, Meets  
 2nd and 4th Thursday, 2:00 p.m.

RULES—Christopher, Dobbs, Ertola Meets at call of the  
 Chair

## ASSESSOR

RUSSELL L. WOLDEN, 101 City Hall, Z. 2  
 KL 4-1535

## DISTRICT ATTORNEY

THOMAS C. LYNN, 550 Montgomery St., Z. 11  
 DO 2-2773

## CITY ATTORNEY

DION R. HILL, 101 City Hall, Z. 2, HE 1-1322 ..... 1957

## PUBLIC DEFENDER

EDWARD T. JONES, 170 Montgomery St., Z. 11,  
 EX 2-1535

## SHERIFF

DAN GALLAGHER, 101 City Hall, Z. 2, HE 1-2121 ..... 1955

## TREASURER

JOHN J. GOODWIN, 101 City Hall, Z. 2, HE 1-2121 ..... 1957

## COURTS

## SUPERIOR COURT JUDGES—UN, 1-8552

THERESA MEIKLE, Presiding  
 MELVYN I. CRONIN  
 JUSTICE CULLINAN, JR.  
 FRANK T. DEASY  
 THOMAS DEVINE  
 TIMOTHY I. FERGUSON  
 JAMES M. FOLEY  
 I. L. HARRIS  
 ROBERT McWILLIAMS  
 TWIN MICHELSEN  
 JOHN B. MOLINARI  
 EDWARD MÖLKENBUHR

JOSEPH M. CUMMINS, Secretary  
 460 City Hall, Z. 2, UN 1-8552

## MUNICIPAL COURT JUDGES—KL, 2-3008

RAYMOND J. ARATA, Presiding  
 CARL H. ALLEN  
 LENORE D. UNDERWOOD  
 WALTER CARPENTIER  
 C. HAROLD CAULFIELD  
 CHARLES S. PEERY

JOSEPH M. GOLDEN  
 CLAYTON W. HORN  
 JOHN R. McMAHON  
 EDWARD O'DAY  
 ALVIN E. WILKINBERGER  
 JAMES J. WILSH

IVAN L. SLAVICH, Clerk and Secretary,  
 301 City Hall, Z. 2, KL 2-3008

A. C. McCHESNEY, Jury Commissioner,  
 305 City Hall, Z. 2

TRAFFIC FINES BUREAU, 164 City Hall, Z. 2, KL 2-3008

JAMES M. CANNON Chief Division Clerk

## GRAND JURY

457 City Hall, Z. 2, UN 1-8552  
 Meets Monday at 8:00 p.m.

WILLIAM H. DAVIS, Foreman  
 JOHN H. HENDEN, Secretary

DAVID F. SUPPLE, Consultant-Statistician

## ADULT PROBATION DEPARTMENT

604 Montgomery St., Z. 11, YU, 6-2950  
 JOHN D. KAVANAUGH, Chief Adult Probation Officer

Adult Probation Committee  
 Meets at call of Chairman and 2nd Thursday each month

KENDRICK VAUGHAN, Chairman, 60 Sansome St., Z. 4  
 MAURICE MOSKOWITZ, Secretary, 2900 Lake St., Z. 21

REV. MATTHEW F. CONNOLLY, 149 Fremont St., Z. 5  
 RAYMOND BLOSSOM, 604 Sansome Bldg., Z. 5

FRED C. JONES, 628 Hyde St., Z. 2  
 ROBERT A. PEABODY, 456 Post St., Z. 2

FRANK RATTIO, 526 California St., Z. 2  
 YOUTH GUIDANCE CENTER

175 Woodside Ave., Z. 16, SE 1-5740  
 THOMAS F. STYCIULA, Chief Juvenile Probation Officer

Juvenile Probation Committee  
 Meets at call of Chairman

MERRIEL E. COOLEY, Chairman, 1100 Sacramento St., Z. 8  
 MRS. FRED W. BLOCH, Secretary, 3712 Jackson, Z. 18

ROY N. RUELL, 411 Buell St., Z. 5  
 REV. JOHN A. COLLINS, 420 29th Ave., Z. 21

JACK GOLDBERGER, 100 Golden Gate Ave., Z. 2  
 MRS. EDGAR H. LYNN, 2700 Green St., Z. 23, WA 1-0363

JAMES S. KEARNEY, 1871 & 35th Ave., Z. 22  
 MRS. MARSHALL MADRAN, 2930 Valparaiso St., Z. 23,

FI 6-1222  
 REV. JAMES M. MURRAY, 1825 Mission St., Z. 3

## OFFICERS APPOINTED BY MAYOR

## CHIEF ADMINISTRATIVE OFFICER

289 City Hall, Z. 2, HE 1-2121  
 THOMAS A. BROOKS

BEN C. KLINE, Executive Secretary  
 MARIAN T. FELL, Confidential Secretary

## CONTROLLER

109 City Hall, Z. 2, HE 1-2121  
 HARRY D. ROSS  
 WREN MIDDLEBROOK, Chief Assistant Controller

## LEGISLATIVE REPRESENTATIVE, FEDERAL

MARVIN E. LEWIS, 761 Market St., EX 2-4227

## LEGISLATIVE REPRESENTATIVE, STATE

DONALD W. CLEARY  
 233 City Hall, Z. 2, MA 1-0163 and HE 1-2121  
 Hotel Senator, Sacramento 17 (during absence)

## DEPARTMENTS UNDER THE MAYOR

## ART COMMISSION

100 Larkin St., Z. 2, HE, 1-2121  
 Meets first Monday of each month at 3:00 P.M.  
 HAROLD L. ZELLERBACH, President, 534 Battery St., Z. 4  
 JOHN C. HOGAN, Secretary, 100 Jones St., Z. 2  
 WILLIAM S. ALLEN, 461 Bush St., Z. 8  
 DOUGLAS LAWIS, 6 Gerke Alley, Z. 9  
 CHARLES H. KENNEDY, 250 Jondry St., Z. 2  
 OSCAR BEYLET, 2740 Union St., Z. 23  
 MRS. ALICE G. POYNER, 1845 Franklin St., Z. 9  
 GEORGE T. ROCKRICE, 524 Sacramento St., Z. 11, E  
 2-6749  
 ANTONIO SOTOMAYOR, 31 Le Roy Place, Z. 9  
 GORDON C. WOODWARD, 611 Wisconsin St., Z. 7,

Ex-Officio Members  
 Mayor  
 President, Calif. Palace Legion of Honor  
 President, City Planning Commission  
 President, of Young Museum  
 President, Public Library Commission  
 President, Recreation and Park Commission  
 JOSEPH H. DYER, JR., Secretary

## CITY PLANNING COMMISSION

100 Larkin St., Z. 2, HE, 1-2121  
 Meets first and third Thursdays each month at 2:30 P.M.  
 ERNEST E. WILLIAMS, Pres., 2105 & 15th Ave., Z. 16  
 MRS. EUGENE M. PRINCE, V. Pres., 3421 Pacific Ave., Z. 1  
 RICHARD J. BUDEN, 311 California St., Z. 8  
 WILLIAM D. KILDUFF, 160 Montgomery St., Z. 4  
 ELMER J. TOWLE, 1239 Howard St., Z. 3

Ex-Officio Members  
 THOMAS A. BROOKS, Chief Administrative Officer  
 JAMES H. TURNER, Manager of Utilities  
 JOHN C. KIRKMAN, Director of Planning  
 JOSEPH MAGNOLA, Secretary

## CIVIL SERVICE COMMISSION

151 City Hall, Z. 2, HE 1-2121  
 Meets every Friday at 4:00 P.M.  
 FRANCIS P. WALSH, President, 68 Post St., Z. 4  
 WM. A. LAHANIER, 2 Pine St., Z. 11, YU 6-6968  
 JOHN L. HOGG, 100 Guerrero St., Z. 8  
 WM. L. HENDERSON, Sec. and Personnel Dir.

## DISASTER CORPS

45 Hyde St., Z. 2, UN 1-6440  
 MAYOR ELMER E. ROBINSON, Commander  
 RAYMOND C. THOMAS, Chief Administrative Officer  
 REAR ADM. A. C. COOK, USN (Ret.) Director  
 ALEC X. MCGAULAND, Public Information Office

## EDUCATION, BOARD OF

135 Van Ness Ave., Z. 1-4680  
 Meets first and third Tuesdays at 7:30 P.M.  
 MRS. GEORGE A. HINDLEY, President, 29 Serrano Dr.  
 MRS. CLARENCE COONAN, 2511 Edict St.  
 CHARLES I. FOEHN, 211 Valencia St.  
 HERBERT LEVY, 465 California St., Z. 4  
 JOHN C. LEVINSOHN, 31 Howard St., Z. 3  
 CHARLES C. TROWBRIDGE JR., 155 Sansome St., Z. 4  
 ADOLFO DEJOURIST, 512 Van Ness Ave., Z. 2  
 DR. HAROLD SPEARS, Supt. of Schools and Secretary

## FIRE COMMISSION

2 City Hall, Z. 2, HE 1-2121  
 Meets every Wednesday at 4:00 P.M.  
 MAX SOREL, President, 240 Second St.  
 THOMAS I. RIORAND, 785 Market St., Z. 3  
 LEO J. FIRTH, 1000 S. 4th St., Z. 1  
 FRANK P. KELLY, Chief of Department  
 THOMAS W. MCCARTHY, Secretary

## HOUSING AUTHORITY

440 Turk St., Z. 2, OR 3-5801  
 Meets first and third Thursdays at 10:00 A.M.  
 LLOYD E. WILSON, Chairman, 23 Van Ness Ave., Z. 2  
 CHARLES J. JUNG, 622 Washington St., Z. 11  
 AL F. MAILLOUX, 200 Guerrero St., Z. 3  
 CHARLES L. CONLAN  
 JOHN W. BEARD, Executive Director

## PARKING AUTHORITY

500 Golden Gate Ave., Z. 2, PR, 6-1365  
 Meets second Wednesday each month at 7:30 P.M.  
 RANDOLPH HALE, Chairman, 1360 Montgomery St., Ap  
 10, Z. 11  
 DAVID THOMSON, 65 Berry St., Z. 7  
 WALTER A. HAAS JR., 98 Battery, Z. 11  
 ALBERT H. JACOBS, 1000 S. 4th St., Z. 21  
 HAROLD A. BERKLINER, 136 Mississippi, Z. 10  
 VINING T. FISHER, General Manager  
 THOMAS J. O'TOOLE, Secretary

**PERMIT APPEALS, BOARD OF**

227 City Hall, Z.2, HE. 1-2121  
Meets every Wednesday at 3:30 P.M.  
JOHN F. HENNING, President, 695 Market St., Z. 3  
FRED AGOSTA, 1225 Park St., Z. 9  
PAUL T. O'DOWD, 450 Geary St.  
ERNEST L. WEST, 263 Montgomery St., Z. 4  
JEROME H. MULLVHILL, 1075 Howard St., Z. 3  
J. EDWIN MATTOX, Secretary

**POLICE COMMISSION**

Hall of Justice, Z.8, SU. 1-2020  
Meets every Tuesday at 2:00 P.M.  
WASHINGTON I. KOHNKE, President, 656 Sacramento St.  
H. C. MAGINN, 315 Montgomery St., Z. 4  
J. WARKOCK WALSH, 160 Montgomery St., Z. 4  
SERGEANT JOHN T. BUTLER, Secretary  
MICHAEL A. GAFFEY, Chief of Police  
GEORGE M. HALEY, Deputy Chief of Police  
JAMES ENGLISH, Chief of Inspectors  
CAPT. OTTO MEYER, Director of Traffic  
CAPT. JAMES L. ENGLISH, Chief of Inspectors  
MICHAEL F. FITZPATRICK, Sec'y to Dept.

**PUBLIC LIBRARY COMMISSION**

Civic Center, Z.2, HE. 1-2121  
Meets the first Tuesday of each month at 4:00 P.M.  
SAM M. MARKOWITZ, President, 215 Montgomery St.  
JAMES F. ALLEN, 760 Market St., Z. 3  
JOHN CUDDY, 703 Market St., Z. 3  
J. FRED DETTMERER, The Examiner, 3rd & Market, Z. 3  
RODOLFO FISCHER, 1700 Waller St., Z. 9  
JOHN R. GRAVES, 1160 Jones St., Z. 9  
EVELYN LAFACE, 1949 Taraval St., Z. 16  
MILTON LEITCH, 1433 Polk St., Z. 9  
MRS. J. HENRY MOHR, 3 Castaneda Ave., Z. 16  
JOSEPH S. QUAIN, 74-15th Ave., Z. 21  
RENE A. VAYSSIE, 240 Jones St., Z. 9  
LAWRENCE J. CLARKE, Librarian  
JOSEPH J. ALLEN, Secretary.

**PUBLIC UTILITIES COMMISSION**

287 City Hall, Z.2, HE. 1-2127  
Meets every Monday at 5 P.M.  
VICTOR S. SWANSON, President, 474 Valencia St., Z. 3  
EDWARD B. BARON, 44 Gas Way  
DONALD H. CAMERON, 1 Montgomery St., Z. 4  
SAM MCKEE, 2812 Mission St., Z. 10  
OLIVER M. ROUSSEAU, 1140 Greenwich St., Z. 9  
R. J. MACDONALD, Secretary  
JAMES H. TURNER, Manager of Utilities  
JAMES J. FINN, Exec. Sec'y to Manager

**Bureaus and Departments**

**BUREAU OF ACCOUNTS**—GEORGE P. NEGRI, Director, 287 City Hall  
**BUREAU OF LIGHT, HEAT AND POWER**—B. A. DEVINE, Manager, 425 Mason St., PR. 5-7000  
**HATCH HETCHY SYSTEM**—HARRY E. LLOYD, Chief Engineer and Gen. Mgr., 425 Mason St., PR. 5-7000  
**BUREAU OF PERSONNEL AND SAFETY**—PAUL J. FANNING, Dir., 501 Presidio Ave., Z.15, FI 6-5656  
**MUNICIPAL RAILWAY**—CHARLES D. MILLER, Manager, 949 Presidio Ave., Z. 18, FI 6-5656  
**S. F. INTERNATIONAL AIRPORT**—FREDERICK B. BUTLER, Manager, So. San Francisco, PL 6-0500  
**BUREAU OF PUBLIC SERVICE**—VIRGIL L. ELLIOTT, Director, 287 City Hall, Z.2, HE. 1-2127  
**WATER DEPARTMENT**—GEORGE W. PRACY, General Manager, 425 Mason St., Z.2, PR 5-7000

**PUBLIC WELFARE COMMISSION**

585 Bush St., Z.8, GA 1-5000  
Meets first and third Tuesday of each month, at 1:30 P.M.  
EDWARD J. WREN, President, 1825 Mission St., Z. 3  
ERNEST D. HOWARD, 315 Montgomery St., Z. 4  
FRANK F. AGOSTA, S. F. Chronicle  
MRS. JOHN D. MURRAY, 1306 Potrero Drive, Z. 27  
ALBERT S. STUELS, General Manager  
RONALD H. BORN, Director, Public Welfare  
MRS. EULALIA SMITH, Secretary

**RECREATION AND PARK COMMISSION**

McLaren Lodge, C.G. Park, Z. 17, SK 1-4866  
Meets second and fourth Thursday of each month at 3:00 P.M.  
LOUIS SUTTER, President, 69 Sutter St., Z. 4  
W.M. MOEFMAN, 315 Market St., Z. 5  
MRS. ANN DIPPET, 160 Valdez Ave., Z. 12  
REV. EUGENE A. GALLAGHER, 988 Market St., Z. 2  
DR. FRANCIS J. HERZ, 450 Sutter St., Z. 8  
FRED D. PARR, 11 Drumm St., Z. 11  
MRS. SIGMUND STERN, 1908 Pacific Ave., Z. 9  
MAX G. GILBERT, General Manager  
WILLIAM J. SIMONS, Exec. Secretary to Gen. Mgr.  
EDWARD McDEVITT, Secretary to Commission

**REDEVELOPMENT AGENCY**

512 Golden Gate Ave., Z. 2, OR 3-6134  
Meets every Tuesday at 4:00 P.M.  
DR. J. JOSEPH HAYES, Chairman, 210 Post St.  
ROY P. COLE, 417 Market St.  
CYRIL MAGNIN, Jos. Magnin Co., Inc., Stockton & O'Farrell, Z. 4  
LAWRENCE R. PALACIOS, Vice-Pres., 2940-16th St., Z. 3  
JAMES E. STRATTEN, 2011 Bush St., Z. 15  
EUGENE J. RIGAN, Assistant Director  
M. C. HERMANN, Secretary

**RETIREMENT SYSTEM BOARD**

460 McAllister St., Z.2, HE. 1-2121  
Meets every Wednesday at 3:00 P.M.  
JOHN F. BRADY, President  
1296-1/2 Brady Ave., Z. 22  
A. B. CROWLEY  
Department of Public Health, Z. 2  
BELFORD BROWN, First Western Bank  
WM. J. MURPHY, 1771-1/2 45th Ave., Z. 22  
HARRY J. STEWART, 695 Market St., Z. 5  
Ex-Officio Members  
GEORGE CHRISTOPHER, President, Board of Supervisors  
DION R. HOLMI, City Attorney  
RALPH R. NELSON, Consulting Attorney  
IRA G. THOMPSON, Secretary

**WAR MEMORIAL TRUSTEES**

Veterans Building, Z.2, MA 1-6600  
Meets second Thursday of each month at 3:00 P.M.  
SAM E. HARRISON, President, 431 Bryant  
EUGENE D. BENNETT, 225 Bush  
SIDNEY M. HERMAN, 14 Montgomery  
FRANK LYNCH, 69 Post  
PRENTISS CORB HALE, JR., 867 Market  
E. A. HENDERSON, 19 Moswood Drive  
E. A. HEWITT, 1819-1/2 14th Ave.  
J. RUFUS KLAUSMAN, 254 Montgomery  
MILTON KLEINER, 2179-1/2 27th Avenue  
GUIDO J. MISTO, 545 North Point  
RALPH J. A. STERN, 305 Jay  
EDWARD SHARKEY, Managing Director  
E. LAWRENCE GEORGE, Secretary  
SAN FRANCISCO MUSEUM OF ART  
Veterans' Building  
DR. GRACE MORLEY, Director, HE 1-2040

**DEPARTMENTS UNDER THE CHIEF ADMINISTRATIVE OFFICER**

**CORONER**

650 Merchant St., Z.11, DO 2-0461  
DR. HENRY W. TURKEL  
**ELECTRICITY, DEPARTMENT OF**  
45 Hyde St., Z.2, HE 1-2121  
D. O. TOWNSEND, Chief  
DOYLE L. SMITH, Sec'y of Plant

**FINANCE AND RECORDS, DEPARTMENT OF**

BEN G. KLINE, Director, 270 City Hall, Z.2, HE 1-2121  
COUNTY CLERK—MARTIN MORGAN, 317 City Hall, Z.2, HE 1-2121  
PUBLIC ADMINISTRATOR—WILFRED A. ROBINSON, 463 City Hall, Z. 2, HE 1-2121  
RECORDS AND REGISTRAR OF VOTERS—THOS. A. TOOMEY, 167 City Hall, Z.2, HE 1-2121  
TAX COLLECTOR—JAMES REINFELD, 107 City Hall, Z.2, HE 1-2121

**HORTICULTURAL COMMISSIONER**

Agricultural Building, Embarcadero, Z.7, SU 1-3003  
WILLIAM F. CARROLL

**PUBLIC HEALTH, DEPARTMENT OF**

Health Center Building, Z.2, UN 1-4701  
DR. ELLIS D. SOX, Director Public Health  
DR. E. C. SAGE, Assistant Director of Public Health  
HASSLER HEALTH HOME—DR. LINCOLN E. PUTNAM, Sup't., Redwood City  
LAGUNA HONDA HOME—LOUIS A. MORAN, Sup't., 7th Ave. and Devey Blvd., Z. 16, MO 4-1580  
SAN FRANCISCO HOSPITAL—DR. T. E. ALBERS, Sup't., 22nd and Potrero, Z. 10, MI 1-0920  
CENTRAL EMERGENCY HOSPITAL—VACANCY

**PUBLIC WORKS, DEPARTMENT OF**

260 City Hall, Z.2, HE 1-2121  
SHERMAN P. DUCKEL, Director  
FREDERICK LARSEN, Asst. Director, Administrative  
J. J. ARCHER, Asst. Director, Maintenance and Operation  
Bureaus  
**ARCHITECTURE**—CHARLES W. GRIFFITH, City Architect, 265 City Hall, Z. 2, HE 1-2121  
**BUILDING INSPECTION**—Lester C. Bush, Superintendent, 274 City Hall, Z. 2, HE 1-2121  
**STREET CLEANING**—Sam J. Sullivan, Sup't., 2325 Army, Z. 10, MI 7-9620  
**BUILDING REPAIR**—Walter C. Zwick, Acting Sup't., 2123 Army, Z. 10, MI 7-9620

**ENGINEERING**—REUBEN H. OWEN, City Engineer, 390 City Hall, Z.2, HE 1-2121

**STREET REPAIR**—Fred Brown, Sup't., 2323 Army, Z. 10, MI 7-9620  
**SEWER REPAIR**—EMILE MUHEIM, Superintendent, 2323 Army, Z. 10, MI 7-9620  
**CENTRAL PERMIT BUREAU**—J. ROSENBLUM, Supervisor, 286 City Hall, Z.2, HE 1-2121  
**ACCOUNTS**—J. J. MCCLOSKEY, Supervisor, 260 City Hall, Z.2, HE 1-2121

**PURCHASING DEPARTMENT**

270 City Hall, Z.2, HE 1-2121  
Purchaser of Supplies—Vacancy  
**CENTRAL SHOPS**—Wm. W. Petan, Superintendent, 313 Francisco St., Z.11, HE 1-2121

**REAL ESTATE DEPARTMENT**

175 City Hall, Z.2, HE 1-2121  
PHILIP L. REZOS, Director of Property  
JAMES A. GRAHAM, Superintendent of Auditorium  
Civic Auditorium, Z.2, HE 1-6352  
SEALER OF WEIGHTS AND MEASURES  
6 City Hall, Z.2, HE 1-2121  
O. C. SHERMAN, JR.  
FARMER'S MARKET  
Thomas Christian, Market Master, MI 7-6423.

**SEPARATE BOARDS AND DEPARTMENTS**

**CALIFORNIA ACADEMY OF SCIENCES**

Golden Gate Park, BA 1-5100  
DR. ROBERT C. MILLER, Director

**CALIFORNIA PALACE OF THE LEGION OF HONOR**

Lincoln Park, Z.21, BA 1-5610  
Board of Trustees  
Meets the second Monday in January, April, June and October at 3:30 P.M.  
MRS. A. B. SPRICKLES, Honorary Pres., 2 Pine Z. 11  
PAUL VERDIER, President, 599 Geary, Z. 3  
JAMES B. BLACK, 245 Market St., Z. 5  
ALEXANDER DEFRUITT, 2 Pine St., Z. 11  
CHARLES MAYER, S. F. Examiner, 3rd and Market, Z. 3  
MRS. SIEGERFRED BECHOLD, 2050 Washington St., Z. 9  
WILLIAM HALLMEYER, 315 Montgomery St., Z. 4  
JOHN N. ROSEKRAUS, 2 Pine St., Z. 11  
WILLIAM M. WALLACE, JR., 310 Sine St., Z. 4  
LOUIS A. BENYON, 2nd Drumm St., Z. 11  
WALTER E. BUCK, Ross Bldg., Z. 4  
E. RAYMOND ARSENEY, 111 Sutter St., Z. 4  
MRS. BRUCE KEHRN, 3200 W. Washington St., Z. 9  
WALTER PLYDOLF-BOUVIERE, Glen Ellen  
DAVID WHITNEY WARREN, 25 Telegraph Hill Blvd

Ex-Officio Members  
MAJOR ELMER E. ROBINSON  
LOUIS SUTTER, Pres't, Recreation & Park Commission  
THOMAS GARY HOWE, JR., Director  
CAPT. MYRON E. THOMAS, Secretary  
**M. H. deYOUNG MEMORIAL MUSEUM**  
Golden Gate Park, Z.18, BA 1-2067  
Board of Trustees  
Meets the second Monday in January, April, June and October at 3:00 P.M.  
GEORGE T. CAMERON, Honorary President, Chronicle Bldg., Z. 4  
MICHEL WEILL, President—The White House  
CHARLES J. BUTLER, 468-1/2 10th St.  
MRS. HELEN CAMERON, Hillborough  
RANDOLPH A. HEARTS, 860 Howard St., Z. 19  
EDWARD H. HELLER, 608 Market St., Z. 4  
JAMES K. LOCHHEAD, 464 California St., Z. 4  
R. GWIN FOLDS, 1600 Washington  
GARRETT M. MENZIES, 1527-1/2 25th Ave.  
RICHARD RHEEM, 235 Montgomery St., Z. 4  
JOSEPH O. TOBIN, Hibernia Park, Z. 2  
SHELDON G. COOPER, Greater Building  
ROSCOE F. OAKES, 2006 Washington

Ex-Officio Members  
MAJOR ELMER E. ROBINSON  
LOUIS SUTTER, Pres't, Recreation & Park Commission  
DR. WALTER HEIL, Director  
HOWARD VAN ORDEN, JR., Secretary  
**HEALTH SERVICE SYSTEM**  
61 Grove St., HE 1-7100  
PHILIP G. ENGLER, President, 2455-1/2 38th Ave.  
JOHN J. BARRY, 519-1/2 12th Ave.  
THOMAS BYRNE, 468-1/2 10th St.  
JOSEPH P. CROSSON, 74 Wawona  
GEORGE W. CUNNIFF, 1527-1/2 25th Ave.  
ETHEL DAVIS, 1524 Broderick  
JOHN M. DEAN, 1005 Market St.  
THEODORE T. BLOMAN, 3433 Ralston  
GEORGE J. GALLAGHER, 3415-1/2 2nd St.  
WALTER E. HOOK, M.D., Medical Director  
MRS. CELLA B. HAYES, Secretary

**LAW LIBRARY**

416 City Hall, Z.2, HE 1-2121  
ROBERT A. EVERSON, Librarian

**PUBLIC POUND**

2500-1/2 16th St., Z.3, MA 1-7700  
CHARLES W. FRIEDRICH, Secretary and Manager

## A San Franciscan Through and Through, Supervisor Charles A. Ertola Believes In His City and Sees A Greater Future

By Lucile Erskine

FROM SEPTEMBER 7TH TO THE 17TH, Supervisor Charles A. Ertola has been Acting Mayor of San Francisco. I visited him while he sat back of the great dark red desk in that imposing City Hall offices with its Oriental rug and panels of Siberian oak.

From the balcony he could look out at what is truly his own city: the city that he loves so much. For he was born on Telegraph Hill. And at Mission High he made the first rung of his educational ladder. Then he qualified as a dentist at the College of Physicians and Surgeons, where now he is himself a teacher.

"San Francisco," he said to me across the desk, "is at the crossroads of her history. Like Venice her cultural and commercial greatness may be only in her past. Or we can shape a New Francisco that will outstrip herself.

### BOOSTING CITY

"I'm pressing very hard for San Francisco to get the Republican Convention of 1956. And from then on, I hope that we will become a convention city. For we have during July and August summer resort weather while other cities hake. Chicago was \$10,000,000 richer from the recent Shriners Convention there. And every year tourists drop the stupendous sum of half a billion dollars into the lap of Southern California. Yet San Francisco gets but a small share of this tourist gold.

"We must make our lovely white city a summer playground. The Reber Plan could do this for us,

ers are capable of furnishing other lakes. In San Mateo and Santa Clara Valley salt water is found after digging twenty feet. Yet there is a shortage of water in these areas.

"But the people of our city remain neutral towards this new development that would make us an Atlantic City of the West. Alameda is against it. But San Mateo and Santa Clara cry, 'Please—we want it!'"

As supervisor, Dr. Ertola was influential in the removal of the Commission Produce Market. Then he voted to raise the salary of the City Employees—especially those who were in the lower income bracket.

He is an example of what America perpetually offers. He began life of European parentage in modest circumstances. Yet he attained success in his chosen profession, and throughout his life proved himself one hundred per cent American. In the First World War, he risked his life in the Navy. And now as a civilian he is Commander of his Post, the Seventh District, American Legion.

Other honors have come to him. Such as being President of the Columbus Civic Club. Also he

heads the North Beach Merchants and Boosters Club.

On September 9, he represented Mayor Robinson in Santa Cruz, Calif. This was at the gathering of the Native Sons of the Golden West of which Dr. Ertola himself is a member.

His home is in his own North Beach. There is a charming progressive wife who is a very busy person too. Recently Mrs. Ertola was a judge at a Beauty Culturists Show at the Fairmont Hotel. There are two sons. Both have served in the U. S. Army. And now two grandsons gladden the lives of the young "old" folks.

But Charles Ertola has a brainchild too—it is the betterment of San Francisco.

For this city of his birth has been kind to him. He feels a great debt of gratitude to the city which gave him his chance in life.

And in return he has given freely of himself whenever the demands have been made upon him.

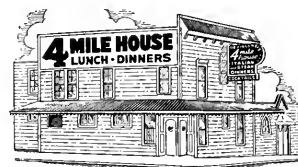
And so he pledges that he will continue to work for San Francisco and for its people. To Supervisor Ertola, San Francisco is the greatest city on earth! And it is his labor of love to assist in making her even greater!



DR. CHARLES A. ERTOLA  
San Francisco Supervisor

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## JOHN LAURIE HOGG

(Continued from page 7)

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W. A. PATTERSON, President  
United Air Lines

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# A San Franciscan Through and Through, Supervisor Charles A. Ertola Believes In His City and Sees A Greater Future

By Lucile Erksine

FROM SEPTEMBER 7TH TO THE 17TH, Supervisor Charles A. Ertola has been Acting Mayor of San Francisco. I visited him while he sat back of the great dark red desk in that imposing City Hall offices with its Oriental rug and panels of Siberian oak.

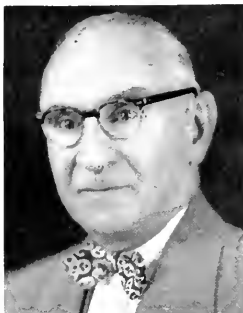
From the balcony he could look out at what is truly his own city: the city that he loves so much. For he was born on Telegraph Hill. And at Mission High he made the first rung of his educational ladder. Then he qualified as a dentist at the College of Physicians and Surgeons, where now he is himself a teacher.

"San Francisco," he said to me across the desk, "is at the crossroads of her history. Like Venice her cultural and commercial greatness may be only in her past. Or we can shape a New Francisco that will outstrip herself.

## BOOSTING CITY

"I'm pressing very hard for San Francisco to get the Republican Convention of 1956. And from then on, I hope that we will become a convention city. For we have during July and August summer resort weather while other cities bake. Chicago was \$10,000,000 richer from the recent Shriners Convention there. And every year tourists drop the stupendous sum of half a billion dollars into the lap of Southern California. Yet San Francisco gets but a small share of this tourist gold.

"We must make our lovely white city a summer playground. The Reber Plan could do this for us.



DR. CHARLES A. ERTOLA  
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Now we let water which has potential wealth flow out as waste into the sea. Yet San Francisco Bay from Mission Rock across to Alameda could be turned into a lake that would have sixteen fishing lanes. Also sweet water can be blocked off from San Quentin to Tiburon and a lake created. The San Joaquin and Sacramento Riv-

ers are capable of furnishing other lakes. In San Mateo and Santa Clara Valley salt water is found after digging twenty feet. Yet there is a shortage of water in these areas.

"But the people of our city remain neutral towards this new development that would make me an Atlantic City of the West. Alameda is against it. But San Mateo and Santa Clara cry, 'Please—we want it!'"

As supervisor, Dr. Ertola was influential in the removal of the Commission Produce Market. Then he voted to raise the salary of the City Employees—especially those who were in the lower income bracket.

He is an example of what America perpetually offers. He began life of European parentage in modest circumstances. Yet he attained success in his chosen profession, and throughout his life proved himself one hundred per cent American. In the First World War, he risked his life in the Navy. And now as a civilian he is Commander of his Post, the Seventh District, American Legion.

Other honors have come to him. Such as being President of the Columbus Civic Club. Also he

heads the North Beach Merchants and Boosters Club.

On September 9, he represented Mayor Robinson in Santa Cruz, Calif. This was at the gathering of the Native Sons of the Golden West of which Dr. Ertola himself is a member.

His home is in his own North Beach. There is a charming progressive wife who is a very busy person too. Recently Mrs. Ertola was a judge at a Beauty Culturists Show at the Fairmont Hotel. There are two sons. Both have served in the U. S. Army. And now two grandsons gladden the lives of the young "old" folks.

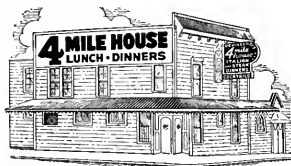
But Charles Ertola has a brainchild too—it is the betterment of San Francisco.

For this city of his birth has been kind to him. He feels a great debt of gratitude to the city which gave him his chance in life.

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## Jennie Matyas, Vice President, ILGWU

(Continued from page 5)

women's part in the manpower program. But this unbelievably able and valiant little Person managed it all, graduating cum laude, later was notified she was elected to Phi Beta Kappa.

In 1944 she attended an ILGWU convention in Boston, and emerged as one of the twenty-three vice-presidents of this great union, with its approximately 440,000 members in the United States and Canada. On her return to San Francisco she was given a testimonial banquet attended by labor leaders and many distinguished educators. In 1939 she was chosen to go to England and the Scandinavian countries on a worker's Education Scholarship. In 1952 she was invited, as one of "100 Outstanding Americans" to visit Germany with other union and industrial officials.

Through it all she has kept her simplicity and selflessness, her burning ardor and deep faith in the cause to which her life has been dedicated. Her goal has been economic sustenance for the people who work, the adequate wages and good working conditions to which they are entitled. This has come about, she says, "not because of calendar changes, but by the devotion of intelligent men and women, through their collective effort and enlightened program."

ing." To Jennie the great value of Unionism was, "the dignity attained through the union, the sense of individual value and worth on the job, in the factory as well as in the community."

A great light went out for Jennie Matyas Charters when her husband died, but the light she bears high for other men and women will never go out. She lives in Marin County, where she loves to work in her garden, and keep her house in welcome order. Oh, yes, she still makes clothes, but not for herself any more—for the neighbor's children. But most week days will find her in her office at ILGWU headquarters on Mason Street, and no one who enters it can remain long unaware that he has contacted a truly great American—A WOMAN OF DISTINCTION!

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(Continued from Page 3)

foyer is a promenade from which open rest rooms, a hospital room and a large buffet serving light refreshments during intermissions.

The stage of the Opera House is of unusual size and is one of the most completely equipped in the world. It is 84 feet deep, 134 feet wide, and 140 feet high from stage level to roof. Every modern convenience is provided for the handling of any and all types of productions. Four fly galleries, carpenter shops, and property rooms on all floors; 77 sets of counter-weighted lines; paint bridge and paint frames, provides every facility for the mechanical operation of the stage.

Ample dressing rooms for principals; chorus, ballet and super rooms are sufficient to handle the largest production.

An automatically elevated orchestra pit will accommodate 125 musicians.

A completely equipped projection room is located in the rear of the Dress Circle with all facilities necessary for lighting and for the projection of motion pictures. Additional spot light facilities are concealed in the main ceiling and main lighting fixture.

The nerve center of the entire Opera House is an ultra-modern 30-foot switchboard from which the mechanical and lighting system of the stage and theatre are

controlled. This board is so designed as to permit the pre-setting of all lighting combinations required for an entire performance. Thus, by the mere throwing of on switch, the predetermined lighting combination for the scene being shown is controlled.

A specially imported cloud machine, wind machine, and equipment for thunder and lightning effects are available to present the illusion of any kind of outdoor atmosphere.

From this board is also controlled the main lighting fixture which is suspended over the center of the orchestra section. This fixture, 27 feet in diameter, is a series of metallic rays of decreasing size which conceal the indirect lighting and produce the effect of a huge illuminated star, the color of which can be changed to harmonize with the colors of stage lighting effects or the mood of the music being played.

On the fourth floor are located offices for the administration of the Symphony and the Opera, at the boardroom of the Trustees of the War Memorial.

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## San Francisco Opera Guild To Hold Sixth Annual Fol de Rol at Civic Auditorium Wednesday, Sept. 28

The sixth annual San Francisco Opera Guild Fol de Rol will be held in the Civic Auditorium on Wednesday, September 28 it was disclosed today by Mrs. Carl Livingston, chairman of the Guild.

Mrs. Richard Ham who is chairman of the 1925 Fol de Rol said that invitations to Guild members are in the mail at the present time. Guild members may make table reservations through the Guild of-

ice, Underhill 3-2524. The public sale of tickets will begin on September 14 at the Sherman Clay box-office.

The theme of this year's exciting event has not been announced but it is known that the Fol de Rol will, for the third year, be staged 'In the Round'. By centering the marvelous entertainment presented by the artists of the Opera on a huge circular platform in the center of the Auditorium all those attending can easily see and hear everything that takes place. This year most of the tables around the edge of the main floor will be raised, including those behind the Orchestra.

The Fol de Rol will begin at 9:30 p.m., and the doors of the Auditorium will open at 8:30 p.m. After the unique performance is over there will be dancing on the stage-in-the-round to a famous dance band.

Members of the Guild assisting Mrs. Ham include Mrs. George Cameron, Mrs. Lawrence Harris, Mrs. Robert Watt Miller, Mrs. Kenneth Montague, Mrs. Dan London, Mrs. Thomas G. Franck, and Mrs. Charles Blyth.

Still other hard-working members are Mrs. Thomas R. Dwyer, Mrs. Edward Goldie, Mrs. Prentiss Cobb Hale, Jr., Mrs. Emmel Halsted, Mrs. Robert Harris, Mrs. Francis V. Kessling, Jr., Mrs. John S. Logan, Mrs. John Menzies, Mrs. Jackson Moffett, Mrs. Edmund P. Pillsbury, Mrs. Charles H. Raven, Mrs. Louis Sloss, Mrs. Leon Smith, Mrs. Oscar Sutro and Mrs. Richard Walker.

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APPLE SAUC-Y BEAUTY—Redwood Empire beauty Pat Carter offers an apple and an invitation to one and all to attend the Mendocino County Fair and Apple Show to be staged at Booneville, Calif., Sept. 23-25. The Fair will abound with features, including a Livestock Show, a Flower Show, rodeo, big-time acts, dances and music.

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TURNING BACK THE CALENDAR—Chief City plumbing inspector, Nea Beck of Palo Alto, explains the workings of an old Wellsbach Burner in one of the two score antique gas lamps recently installed on the grounds of Rickey's Studio Inn and Garden Hotel in Palo Alto. Interested listeners pictured above left to right, are famed Bay Area Restaurateur John Rickey and noted San Francisco architect, Ernest Kump. The old lamp posts, cast in a New York iron foundry more than a century ago, were carried to New Orleans, La., in a sailing vessel and were used to light the famous View Carre in the old French Quarter of that famous city. Rickey accidentally discovered them in a junkyard while on a recent visit to the colorful old city.



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OCTOBER, 1955

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Judge, San Francisco Municipal Court

(See story Page 4)

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# Lenore D. Underwood

## Judge, San Francisco Municipal Court

Story and Photographs by WILLIAM FLYNN, Record Staff Writer

**F**ACING THE ELECTORATE FOR THE FIRST TIME on November 8th Municipal Court Judge Lenore D. Underwood, an unopposed candidate to succeed herself in the Office of Municipal Judge, Department No. 2, merits a strong popular vote of endorsement based upon her qualifications, accomplishments and record in office.

The fact Judge Underwood is without opposition for the \$1,375 per month job is not surprising. She is one of the outstanding career women of San Francisco—largely through constant constructive use of her talents not only for the law but in the field of human relations.

For a woman of her prominence in San Francisco and in some fields of national affairs, surprisingly little is known of Judge Underwood.

### BIOGRAPHICAL FACTS

The basic biographical facts of her life and career are: She is the daughter of Esther and Harry L. White, who immigrated to the United States when she was six months old. Her father was an architect. He settled his family in Cleveland where she received her early school. He moved to San Francisco after the fire and earthquake of April 18, 1906, which created considerable demand for his talents as a designer and builder.

She was reared in a cultured home but not in luxury. Her father possessed an intelligent, inquisitive mind that ranged far beyond the limits of his profession. He frequently attended lectures on a variety of subjects. To these affairs, he frequently took his daughter, the future Judge.

### MOTHER CHARITABLE

Her mother engaged continually in charitable work, not as a chairman of committees but as an individual who actually brought aid and comfort to the needy. In this work, her daughter was a frequent companion, helper, and co-worker.

The combination of these parental influences developed in the future Judge a deep, sincere, compassionate feeling for human beings, particularly those who might be considered the victim of circumstances beyond their control.

When she reached maturity, this feeling was channeled into a desire to help such individuals. The device she selected was the law.

In the meantime she had married. Her husband was the late Henry Underwood, an insurance



LENORE D. UNDERWOOD  
Judge, Municipal Court  
City and County of San Francisco

broker. He was the father of two sons, Jack Kenneth Underwood, of San Francisco; and Dr. Robert Edward Underwood of Kentfield. After her husband's death, the future Judge combined the careers of maintaining a home and rearing her step-sons; and practicing law.

Judge Underwood earned her law degree the hard way.

She combined the chores of a housewife with the study of torts, equity, and contracts, and other requirements imposed by the law schools and the nation's best union, the Bar Association, with such success that she was awarded the Degree of Bachelor of Laws by the Hastings College of the Law of the University of California on May 14, 1932.

She was granted permission to practice before the Supreme Court of California on November 15, 1932, and before the Federal District Court the same date. It was not until 1943, when she was on the staff of the Attorney General of California that the need arose

for her to practice before the United States Supreme Court. She qualified and was granted that permission on May 20, 1940.

With a law degree neatly framed on her office wall, Counselor Underwood found ample opportunity to attempt to practice her basic philosophy of living—help the unfortunate.

### ADMITTED TO PRACTICE

The year she was admitted to practice was the year of the Great Depression that sometimes seems now to be only a fine print footnote in the economic history of the century. But in 1932, the realities of trying to keep meat on the table was more than an academic question.

In those days if the head of the house came home from a fruitless day of job hunting and found meat on the table, he checked around and located the family dog before he started eating. Otherwise, although he might be momentarily well fed, he would have an uneasy conscience.

It was in such an atmosphere that Attorney Underwood began the private practice of law. Her practice was general. That is when she collected a fee. But to her the fees weren't too important. She shared an office suite with her husband. Her share of the rent was \$15 a month.

### NOT MANY FEES

But the fact that she did not collect many fees at the start did not mean that she was not busy. She spent most of her time practicing law on behalf of those who could not afford to pay a lawyer.

She was active in the affairs of the Legal Aid Society, to the extent of handling the clients. Those who were supplying the funds for the indigents pay the court fees and out of pocket expense and Attorney Underwood obtained the experience and the gratification that comes from doing a job well.

Attorney Underwood also was active in civic affairs. She participated in fraternal work. She was a willing speaker before women club groups.

In 1943 she was appointed a Deputy Attorney General for the State of California and almost immediately found herself involved in

one of the biggest liquidation jobs in the history of the state, the Pacific States Case.

This involved one of those upper echelon transactions which found the state arrayed against some influential people in the role of the protector of the little people who had some money invested.

### TOTAL VALUE VAST

The total value of the property involved was estimated at \$50,000,000. When Deputy Attorney General Underwood undertook the assignment to protect the interests of the certificate holders, there was a \$10,000,000 deficit. When she finished, the deficit had been wiped out, the certificate holder recovered a hundred per cent of their investment, and \$18,000,000 was returned to the stockholder of the company, thereby turning a rather neat loss into something of a profit.

The judge presiding over these arrangements and settling the arguments between the opposing counsel was Mayor Elmer E. Robinson of San Francisco, then a Superior Court judge.

### TIDELANDS LITIGATION

It was upon conclusion of this case that Deputy Attorney General Underwood found it necessary to qualify for practice in the big leagues, before the United States Supreme Court. She was assigned to the tideland litigation that involved considerably more than the sums involved in the Pacific States case.

Before this task could be completed, she received a telephone call from the Big Corner office in the Capitol Building in Sacramento. She was informed that Governor Earl Warren wanted to talk to her.

While she waited for him to come on the wire she idly doodled on a scratch pad, wondering what the Governor had on his mind.

When he spoke to her, Governor (Continued on next page)

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Though Small Claims Court issues may be small as to amounts involved, to the parties concerned they are often vital. Judge Underwood exercises the same careful thought and consideration to such cases as she gives those of much greater magnitude. Typical scene shown by Bill Flynn's candid camera (from Top to Bottom) Litigants are sworn as Judge observes parties at issue. (2 and 3) Each side gets impartial hearing. (4) Judge Underwood makes her decision.

Warren addressed her as "Judge."  
"And all I could say," she relates, "was: 'Governor, you're a darling!'"  
The Governor laughed, she recalled.  
The date was February 24, 1951. She succeeded Judge Clarence W. Morris.  
Since then Judge Underwood has

working to save the nation in time of war.

"I felt I owed a debt to the nation, the country which has been so good to me," Judge Underwood says. "That was one way I could pay it."

As a member of the Municipal Court of San Francisco, Judge Underwood has taken her turn at all assignments on the court, including that headache, traffic.

She also served as presiding judge of the court for one term, making her one of the most distinctive "boss" judges in the United States.

Her approach to her duties as a judge are more human than legalistic. She does not believe in the old cliché that "Justice should be tempered with mercy." For justice that needs such tempering is not justice in her opinion.

She believes in a philosophy of law that requires the consideration of each individual case with particular reference to the changing civilization in which the defendant and the plaintiff are forced to live.

Having seen considerable of life from a vantage point that few are privileged to enjoy, Judge Underwood has come to the definite conclusion that man's mental abilities to govern his life have failed to keep pace with the materialistic developments of his civilization.

This could be translated into the fact that man has developed not only the atom bomb but a 300 horsepower automobile complete with automatic steering and power brakes and yet doesn't know how to drive it because it is much faster than his reflexes.

It is against such a philosophical background that Judge Underwood considers the legal and human problems that are presented to her. In the handling of these she assumes a role that has some similarity to that of a patient, tolerant mother, plagued no end by the thoughtless actions of her children.

She is fair but she doesn't allow any nonsense. This attitude is almost a complete reversal from her manner in her chambers, in casual conversation, or at a meeting of civic groups.

Although she holds an office that could be subject to political contest, Judge Underwood does not consider herself a politician in the ordinary sense of the word. But that does not mean that she couldn't conduct a good campaign if circumstances required her to do so. But, like many judges, she remains aloof from the every day scheming and planning of politicians.

As for government in general, she believes that the needs and desires of people are paramount to the dictates of government which would be news to large sections of the world's population.

Reviewing her judgments of the law as compared with her idealistic conception of its duties and responsibilities when she embarked upon her career, Judge Underwood is convinced she chose wisely in her selection of a profession to help those who needed help through no fault of her own.

The tribute of the people of San Francisco in according her judicial honors appears to vigorously second that belief.

John Muir, founder of the Sierra Club in 1892, was born in Dunbar, Scotland, April 21, 1838.

According to the 1950 census, California has two cities of more than 750,000 population.

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# The FIGHT for our RIGHTS and SITES

INCLUDING A REVIEW OF THE PROPOSED  
EXPLOITS OF ENGLE' RAIDERS

(This article contributed by the City-County Record as a public service.)

San Francisco's water and power—the life blood of the community—are unrivalled in a parched and power-hungry West. They have been developed over the years in planned and orderly steps to meet ever-increasing demands. They require no aid from taxes. Rather, they make substantial contributions toward tax reduction through lower rates and free grants of water for municipal use.

## PLANS OF THE INVADERS

There is now before Congress a bill introduced by Rep. Claire Engle, (Fifth District, California) on behalf of Tuolumne County Water District No. 2, seeking to give the water district OUR OWN rights to a \$30,000,000 power site at Early Intake on the Tuolumne River, in the heart of our vast Hetch Hetchy water and power domain.

The pretext for this proposed grab is that San Francisco HAS

## EXTENT AND PURPOSE OF THE WATER DISTRICT

Tuolumne County Water District No. 2 was authorized in 1946 by the affirmative vote of 1802 persons for the purpose of developing 36,000 acres of mountain lands in Tuolumne County (in which San Francisco's mountain water supply originates). Our rights, sites and developments however are wholly outside the boundaries of this sparsely populated water district, although the latter covers 90 per cent of the county's area.

Through the Engle bill the water district seeks to build a power plant OUTSIDE its own boundaries on OUR site and use OUR stored water and expensive access roads to obtain for themselves sufficient power revenues to finance and develop irrigation projects on a FOREIGN water shed.

## WE ARE ABOUT TO USE THAT BEDROOM!

As previously mentioned, power demands have now grown sufficiently so that additional power sites can be beneficially constructed by San Francisco. The consumers who have created this demand will occupy that "bedroom" so providently built at the city's expense to provide for that anticipated need. We are not about to surrender any such sites to some other needy family from some other watershed because the "bedroom" was vacant yesterday.

The Turlock and Modesto Irrigation Districts, with whom we share water and power rights on the Tuolumne River, date their filings back to 100 years ago. San Francisco's filings were made more than half a century ago and its grants from Congress, in return for

These immensely valuable properties and rights, representing expenditures of \$355,000,000 by the city, are now threatened. A small but powerful group of outsiders seek to seize these rights that are ours.

We must fight to protect those rights with every weapon at our command. The best weapon is to build power plants at once on sites we now own to forestall any political plots to snatch them from us.

NOT YET DEVELOPED that site and therefore should surrender it to the water district. This, despite the fact that San Francisco over forty years ago filed on the site, has built the water storage capacity at its own expense and has always planned to construct Early Intake power house just as soon as a market for its power output developed. It is significant that such time having arrived, there should be a raiding party on hand to seize the benefits.

The scope and import of this bold proposal was described in hearings before the House of Representatives Committee on Interior and Insular Affairs (of which the author of the Engle bill is chairman) in the following words:

"San Francisco has an over-all development plan on the river and I compare that plan to the wise and provident father who felt he was going to have a large family and built an extra bedroom in the house because he expected some day to be able to fill it. Now, the Tuolumne County Water Dist. No. 2, as a complete outsider, comes along and says, 'You have an extra bedroom. I am going to move into it because you are not using it right now'."

valuable cash considerations, have been in effect since 1913.

Step by step, the long range program has been diligently pursued through all these years—Eleanor Dam, O'Shaughnessy Dam, Cherry Valley Dam, now nearing completion; Moceasin and Eleanor power plants; switchyards and transmission lines; two great pipe lines across the San Joaquin Valley to San Francisco.

The secret of our success has been to develop power resources as a by-product of the water system to protect our rights and to keep water cheap. It would have been foolhardy to build other power plants before an assured market for this product was available.

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## SUCH A MARKET AWAITS US NOW

At the present time, we and our customers consume more power than we produce. This year we must buy \$872,000 worth of power from other producers to satisfy our customer's demands. That market is growing annually at the rate of seven per cent so that by the time we have built these next two power plants we will still be on the safe side of the market. Demand will exceed production.

Revenues from existing power plants have reduced over-all water costs to many millions of dollars. There is also an annual saving in the costs of power consumed for municipal purposes of \$497,000 be-

cause of lower rates. Added to this is the annual grant of free water for municipal uses amounting to \$739,565. All these constitute indirect reductions in the tax rate. Moreover, in addition to all these benefits from a pay-as-you-go water and power program, San Francisco's domestic water rates are still ten per cent lower than they were twenty-five years ago.

These benefits can not be continued and certainly can not be extended if outside interests are permitted to raid our power reserves.

## YOUR VOTE CONTROLS THE OUTCOME

It has been the city's plan to build Cherry Valley power plant first and Early Intake, second. That order is now reversed to circumvent the raid on the Early Intake site. At the request of the Public Utilities Commission and with the strong support of all important segments of the community, the Board of Supervisors have placed on the ballot for the November election PROPOSITION A. This measure calls for the issuance, as needed, of \$54,000,000 in general obligation bonds to develop the Early Intake and Cherry Valley power sites, in that order, during the next several years.

The cost of Early Intake is estimated at \$30,000,000 and Cherry Valley at \$24,000,000.

The income to us from these two developments after payment of all costs of operation is estimated (on the basis of experience with the two plants we already operate) at \$4,817,000 each year.

Adverse consequences of political raids on our vital resources by forces now in evidence and as yet unforeseen can not be tolerated by the people of San Francisco.

## MANY RALLY TO REPEL WATER RAID

The only organized opposition to Proposition A is directed by political predators foreign to our community interests. Supporters are legion.

First to approve Proposition A was the Mayor's bond screening committee headed by Jerd F. Sullivan, president, Crocker First National Bank. Committee members include representatives of labor, industry and all walks of community life.

Proposition A was then approved for submission to the electorate by UNANIMOUS vote of the Board of Supervisors.

Meanwhile, after careful examination, the Municipal Conference, comprising delegates from the heaviest tax-paying interests of the community, declared Proposition A the most urgent issue before the people today. These organizations are:

Building Owners & Managers Association.  
California Northern Hotel Association.  
Down Town Association.  
San Francisco Chamber of Commerce.  
San Francisco Junior Chamber of Commerce.

San Francisco Real Estate Board.  
Apartment House Association of San Francisco, Inc.  
Retail Dry Goods Association.  
Retail Merchants Association of the Chamber of Commerce.

Joining the above groups are the San Francisco Labor Council and the San Francisco Building and Construction Trades Council with the strongest endorsements. Other labor groups now have the vital issue before them for study.

CENTRAL COUNCIL OF CIVIC CLUBS representing nearly fifty district civic and improvement organizations on October 7 overwhelmingly endorsed Proposition A.

The four principal metropolitan newspapers are making a concerted effort to alert the voters to the approaching crisis. Strong new endorsements from other important organizations reach the headquarters office daily.

It is our clear duty as owners and developers of the water and power resources of San Francisco to support and to vote for PROPOSITION A.

## REPEL THE INVADERS! KEEP WATER CHEAP!

# Vote "YES" on Proposition "A"

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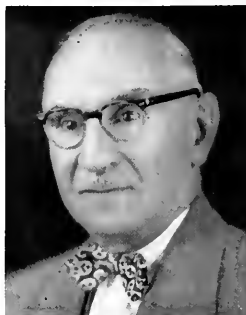
- Get the Courts out of the City Hall attic.
- San Francisco is the only County in California without a Courthouse.
- The judicial branch of our government is the only one in which the citizens themselves are actively engaged daily.
- Vote "YES" on B on November 8.

The only method by which a Courthouse can be acquired without a big boost in the tax rate is by obtaining approval of the voters on a bond issue. Cost estimated for the proposed structure is \$13,000,000. A bond issue for a new Courthouse would add a very small sum to the tax rate and be spread over a period of years. This would not be a recurring bond issue as are many other demands being made upon the taxpayers. A Courthouse represents a once-in-a-lifetime investment by the people of San Francisco. Plans call for a building which takes into account the needs of the courts for the next 50 to 75 years.

San Francisco NEEDS a Courthouse

## Retain DR. CHARLES A. ERTOLA Incumbent SUPERVISOR

- Director of Agriculture District 1A (Cov. Palace)
- Trustee of San Francisco Opera House
- Director Telegraph Hill Boys' Club
- Past Commander County Council, American Legion
- Chairman War Memorial Commission
- Foreman 1954 San Francisco Grand Jury



His Distinguished Record of Devoted Public Service Merits Your Support

DR. CHARLES A. ERTOLA  
San Francisco Supervisor



# CITY-COUNTY RECORD

VOL. 22 — No. 11  
NOVEMBER, 1955

SUBSCRIPTION  
\$5.00 Per Year

ELECTION — TUESDAY, NOVEMBER 8, 1955

THE MAGAZINE OF GOOD GOVERNMENT



FRED R. "HAP" MEYER, S. F. Regional Wholesale Manager  
Standard Oil Company of California

(See Story on Page 5)

# Lets Go Forward!



***Elect . . .***

**GEORGE**

# **CHRISTOPHER**

## **Our MAYOR**

**HE HAS SERVED OUR CITY ABLY,  
FAITHFULLY, AND WITH COURAGE AND VISION.**

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San Francisco

# CITY-COUNTY RECORD

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RICHARD H. ALLEN..... Associate Editor  
DODD M. McRAE..... General Counsel

### Contributing Editors:

William Flynn—Record Biographies; Whit Henry—Around and About  
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VOL 22 — No. 11

NOVEMBER, 1955

## GIRL SCOUTS HOLD ANNUAL CONVENTION

The 33rd national convention of the Girl Scouts of the U.S.A. will be held in San Francisco November 1-4. Approximately 8,000 women and several hundred men who are active in Girl Scout councils in all parts of the country are expected to attend the meeting.

At the convention, delegates will hear reports on the growth of Girl Scouting since the last convention two years ago. From January 1953 to January 1955, membership jumped from 1,931,253 to 2,350,789.

Girl Scout national conventions are held every other year and are attended by delegates from local units throughout the United States, Hawaii, Alaska and Puerto Rico. The last Girl Scout national convention held in San Francisco was in 1935.

## NAVY BLIMP AT S.F. BAY

Bay area residents are becoming accustomed to seeing a Navy blimp in the skies these days.

For the first time in many years a lighter-than-air craft is now stationed at the Oakland Naval Air Station for training flights.

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# ***Elect* 4 SUPERVISORS**



**McMAHON**  
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**HALL**  
ADMINISTRATOR  
EDUCATOR



**DOBBS**  
INCUMBENT



**FERNDON**  
INCUMBENT

*Sponsored by the San Francisco Volunteers for Better Government*

## **Make November 8th "D" Day**

### ***Ease That Traffic Squeeze***

Proposition "D" will help solve the most vexing of civic problems.

Remember that the quasi-public Union Square and St. Mary's Square garages are profitable operations that ultimately will revert to the city, and consider the certain increase in automobiles through the years ahead, and it is reasonable to predict that the garages and parking lots in this program will pay for themselves.

Proposition "D" makes good sense.

If you are tired of driving around the block, over and over, looking for a parking space, you can help yourself provide one—the painless way—by voting YES on "D".

Proposition "D" will allow the city to issue bonds in the amount of \$11,000,000 to finance acquisition and development of parking facilities in ALL DISTRICTS OF SAN FRANCISCO.

# ***VOTE* YES *ON* "D"**

**Committee For More Parking**

Cyril Magnin, General Chairman — Whitcomb Hotel

# FRED R. "HAP" MEYER

## San Francisco Regional Wholesale Manager Standard Oil Company of California

Meyer is convinced from his forty years' experience as a salesman that the young man who wants to make a career of selling petroleum products in the second half of the twentieth century should have a college degree. He attaches only minor importance to the type of degree — science or liberal arts. \* \* \* "It's most vital, however, for the young man of tomorrow to include in his tool kit a broad educational background," Meyer concludes. "Without such a start he won't have the basic knowledge in dozens of fields which he'll need to keep up with our advancing technology." \* \* \* A pleasing personality and a sound knowledge of the business are the two remaining things Meyer tabs as vital to selling success. \* \* \*

(By RECORD STAFF WRITER)

FOUR glittering diamonds on a gold service pin. Thoughts reaching backwards through forty years of making friends with everybody. Memories of record sales and hard times. Growing up with a company.

These are the things "Hap" Meyer will carry with him into retirement November 1, when he leaves his work as Standard Oil Company of California's San Francisco Regional Wholesale Manager. Then Mr. and Mrs. Fred R. Meyer can finally book passage for Europe and take that trip they've always planned but never made.

The Meyer story started October 2, 1890 in Salem, Oregon

when George and Carolyn Meyer welcomed a son and named him Fred Robert. He spent his growing years in Salem elementary and high schools and attended Oregon State College in Corvallis where he earned his bachelor's degree in 1911. Before he left Salem in late 1914, he worked on his father's hop ranches and taught roller skating at local rinks. Friends say he was a topnotch skater.

### JOINS STANDARD

Standard Oil Company of California was a young, vigorous company when Meyer signed on in 1915 as a clerk. Optimistic forecasters were saying that over a million cars would be produced in 1916. The war in Europe had jolted the American economy to new heights of production and many were wonder-



FRED R. "HAP" MEYER  
Retiring S. F. Regional Wholesale  
Manager, Standard Oil Company  
of California

ing where all the oil would come from to lubricate this horde of new cars and machines.

But not men like Hap Meyer. Young as he was, he saw in the

petroleum industry the promise of new growth. So he associated himself with what he considered a commodity of the future—oil.

His rise to executive status was steady and closely geared to the abilities he exhibited from the start. After he had served as a clerk for several years, he was promoted to the sales force and went to work selling coupon books, the closest thing in those days to our credit cards of today. He sold thousands of them.

### COUPON SUCCESS

His success with the coupons led to his appointment as general salesman and later he graduated to dealer representative at Stockton. From Stockton he returned to San Francisco to do another turn as general salesman. Then he was made Superintendent of Sales and went from there to Assistant District Sales Manager. He served as such in Sacramento, Seattle, Portland and Los Angeles, before returning to San Francisco as District Sales Manager. When Standard reorganized its Bay Area marketing organization, Meyer became Regional Manager — Wholesale, Western Operating Division. This is the job he now holds.



Record cameraman obtains two candid shots showing "Hap" Meyer in characteristic poses as a wholesale oil salesman in action.

The young clerk of forty years ago has risen far in his chosen profession and retraining, leaves hosts of friends who admire and respect him.

And it's a big one. Hap is responsible for all wholesale marketing operations in Standard of California's San Francisco Bay Region. He's the head salesman, the personnel boss, the buyer, the leaser, the credit manager, the head accountant and a little of everything else. Under his direction (Continued on Next Page)

tion, all of these divisions must function smoothly.

His knowledge and his skills have "proved out" and, because of this, he can exercise the prerogative of the successful man—giving out some advice.

#### YOUNG SALESMAN

Meyer is convinced from his forty years' experience as a salesman that the young man who wants to make a career of selling petroleum products in the second half of the twentieth century should have a college degree. He attaches only minor importance to the type of degree—science or liberal arts.

"It's most vital, however, for the young man of tomorrow to include in his tool kit a broad educational background," Meyer concludes. "Without such a start he won't have the basic knowledge in dozens of fields which he'll need to keep up with our advancing technology."

A pleasing personality and a sound knowledge of the business are the two remaining things Meyer tabs as vital to selling success.

The industry Hap grew up with has fully justified his 1915 expectations.

In California alone, the 1955 physical assets of the petroleum industry exceed \$5 billion. This figure includes 49 refineries, more than 33,000 wells, 5,000 miles of pipeline, whole fleets of

tank trucks, railroad tank cars and marine tankers.

In the United States, more than 65 million cars are on the road, and millions more are being produced every year. It's a far cry from that day in 1915 when Hap was told that the estimates for 1916 were overly optimistic.

He feels that an industry which can grow like this has a brilliant future and on November 1, Meyer will step aside to let the younger men take their tries.

Meyer is not a bit reluctant to face up to his retirement. He has hobbies: fishing and photography. There are a host of friends with whom to share the restful evenings and active days. And there's that trip that he and Mary Jane are planning.

#### PLANNED RETIREMENT

Meyer says that a planned retirement can wait until they get back from their travels. Then there will be plenty of time to sit around home at 1943 California Street and decide what to do.

And there will be plenty of activity. His social interests will take up much of his time. The Elks Lodge, for instance, or luncheons and meetings at the Press and Union League Club. His membership in the Commercial Club means plenty to do as does his continuing vice presidency of the Merchants Exchange Club.

As Hap sums it up—"I wonder where I'll go to rest up from my retirement?"



### A LANDMARK OF SAN FRANCISCO'S FINANCIAL DISTRICT

Standard Oil Company of California's Home Office headquarters at 225 Bush Street, San Francisco, nerve center of the firm's far flung operation

Retiring San Francisco Regional Wholesale Manager "Hap" Meyer concedes he long ago lost track of the hours he's logged in the big building during the forty years he has worked with his Company.



## Retain JAMES LEO HALLEY SUPERVISOR

INCUMBENT

FOR HIS SPLENDID RECORD OF PUBLIC SERVICE

Supervisor Halley stands for: Sound Business Practices In Government — Equality In Government — Economy In Government.

*A Vote for Supervisor Halley is a Vote for Good Government*

## Women of Distinction

### MRS. JOHN H. MENZIES

"Loyal, Enthusiastic Citizen; Generous, Willing Community Worker, Civic Leader."

By Record Staff Writer

**THE TALL, BEAUTIFUL YOUNG WOMAN** who, as Mrs. John Menzies, presides over a busy, happy San Francisco household, fell down and hurt her knee one September day—which is the main reason why she was found at home in the afternoon, and could be persuaded to talk about her many varied activities. Not about herself, for she is convinced that there is nothing remarkable about her. But since in any mention of worthwhile community projects, her name has a way of cropping up, we will let you judge for yourself.

#### PUBLICITY CHAIRMAN

As publicity chairman for the Opera Guild, for instance, and a member of its board of directors, she had more than a little to do with the success of the brilliant Opera Ball and Fol de Rol on September 28. She can talk at length about the Opera Guild, its purposes and achievements, its fine support of the Opera Association, and its wonderful record in making opera available to students and children—but that is only one of her countless active interests.

The daughter of Mrs. Charles E. Gilman and the late Mr. Gilman, she was named Alice, but she has been called "Shugie" for as long as she can remember. And since she has lived in California since the age of three, she counts herself definitely Californian.

#### PIEDMONT SCHOOLS

She was brought up in Piedmont, with her two brothers and a sister, and went to Miss Ransome's School there, and later to the Anne Head School in Berkeley. Even in her schooldays, she was interested in everything, a "do-er", as she puts it, and "belonged to as many things as they would let me into". This carried over to her college days at the University of California, where she was an Alpha Phi, active in social affairs and in university politics, fascinated by everything that came to her lively notice, in the classroom or out of it. This precluded any special interest, but if she had one, it was politics in the broader sense of world affairs.

After two years of college, Shugie Gilman decided to try the world on her own. She left the university and worked at several jobs, in a secretarial capacity, and as a receptionist. But she still longed for more scope and independence, so it wasn't long before she started her own business. She called it a "Convenience Bureau", and advertised her willingness to perform any needed service, from dog-walking to managing a wed-

ding. She started with one assistant who was able to keep up with her. They did a lot of shopping on assignment, especially shopping for men, addressed envelopes for stores, and for party and wedding lists—"anything and everything at a moment's notice" was the motto of this obliging and original concern.

And as a side-line, Shugie Gilman modeled for stores and for fashion shows, and occasionally posed for fashion photographers. Anyone who has ever seen her can well understand how she would be in demand as a model, and still is.



A WOMAN OF DISTINCTION

ding. She started with one assistant and in the first month they cleared \$64.74—"enough to pay the rent and make a down payment on the telephone."

The Convenience Bureau never did become a money-making venture, but, she says, "We had an awful lot of fun". They worked

Tall, slender and graceful, with enormous grey-blue eyes set in a charming face, she can invest any costume with the style and glamor that designers dream of—and with the warmth and enthusiasm of her personality, add a sparkle all her own.

The Convenience Bureau went

out of existence with her marriage, in 1940, to John Menzies, who is in the importing and exporting business in San Francisco. They lived here for two years, and then went to Santa Ana, where he was stationed as a member of the Army Air Corps. After three years there they returned to the Bay region and lived for the next four years in San Rafael.

#### LOCAL RESIDENT

Their home now is San Francisco, and Shugie Menzies couldn't be happier about it. She likes the country, but "only in summer". In a spacious, comfortable house on Clay Street, near the Presidio, Mr. and Mrs. John Menzies and their four children lead a buoyant family and social life. The children are Melinda, aged thirteen, Michael, twelve, Judy, seven, and Mollie, an irresistible one-and-a-half. Melinda and Judy go to Miss Burke's School, and Michael to the Town School. Mollie, the one dazzling blonde in a dark-haired family, "obviously doesn't go to school yet", as her mother points out. There is also Black, the Labrador, not to be outdone in friendliness whenever guests arrive at the hospitable Menzies' door.

#### EARLY RISER

Young Mrs. Menzies is up at half-past seven to have breakfast with her family, and she tries to keep her afternoons, after half-past three, free for the children. There are music lessons, dancing lessons and Scout meetings to be fitted in—she sees to it that everybody keeps his or her proper appointment, and gets home safely.

And in between—during school hours, that is—Mrs. Menzies busies herself with a much larger fam-

(Continued on Page 10)



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# CITY AND COUNTY OF SAN FRANCISCO

ELMER E. ROBINSON, MAYOR

## Directory of City and County Officers

### ELECTIVE OFFICERS

\*Indicates vacancy

#### MAYOR

200 City Hall, Z. 2, HE 1-0163  
**ELMER E. ROBINSON, Mayor**..... 1935  
 ROBERT J. DOLAN, Executive Secretary  
 GEORGE J. GRUBB, Administrative Assistant  
 JOHN D. SULLIVAN, Public Service Director

#### SUPERVISORS, BOARD OF

235 City Hall, Z. 2, HE 1-2121  
**GEORGE CHRISTOPHER, President**, 175 Russ St., Z. 3, UN 1-1272; Res. 35 Sincere Dr., JU 6-6650.  
 WILLIAM C. BLAKE Triple A Machine Shop, Inc., Pier 64, YU 6-5336.  
 MATTHEW C. CARBERRY, Calif. Academy of Sciences, Golden Gate Park, Res. 1542 - 14th Ave., Z. 22, MO 4-5440.

CASEY, JOSEPH M., 686 Post St., PR 5-8453.  
 HAROLD S. DOBBS, 311 California St., Z. 4, GA 1-4609; Res. 1601 Montgomery Blvd., LO 4-1341.  
 DR. CHARLES A. ERTOLA, 253 Columbus Avenue, DO 2-8035.

JOHN J. FERDON, 155 Montgomery St., Z. 4, GA 1-3172; Res. 2906 Broderick St., JO 7-9191.  
 JAMES LEO HALLEY, 948 Phelan Bldg., Z. 2, GA 1-3704, Plaza 5-1272; Res. 22 Seacht Ave., Z. 21, BA 1-2885.

J. EUGENE MATEER, 206 Jefferson St., Z. 23, PR 5-1477; Res. 150 Santa Ana Ave., Z. 27, LO 4-2464.  
 FRANCIS J. MCCARTY, 210 Montgomery St., EX 2-3475, Z. 4; Res. 3234 Divisadero St., FI 6-6902, Z. 23.

MRS. CLARISSA SHORTALL McMAHON, 701 Market, Z. 3, YU 6-4648; Res. 1849 - 28th Ave., Z. 22, SE 1-1552.  
 JOHN R. McGRATH, Clerk of the Board, HE 1-2311, Eit. 254.

SENTER, MISS LILLIAN M., Chief Assistant Clerk.  
 (First named Supervisor is Chairman of the Committee)

**COMMERCIAL AND INDUSTRIAL DEVELOPMENT** - Carberry, Casey, McAtter. Meets at call of the Chair.

**COUNTY, STATE AND NATIONAL AFFAIRS** - Halley, Casey, Ertola. Meets 2nd and 4th Thursday, 3:30 p.m.

**EDUCATION, PARKS AND RECREATION** - Casey, McAtter, McMahon. Meets at call of the Chair.

**FINANCE, REVENUE AND TAXATION** - Dobbs, Ferdon, McCarty. Meets every Wednesday, 3:00 p.m.

**JUDICIARY, LEGISLATIVE AND CIVIL SERVICE** - Ferdon, Halley, McMahon. Meets 1st and 3rd Thursday, 3:30 p.m.

**POLICE** - Ertola, Blake, Carberry. Meets 3rd Wednesday, 4 p.m.

**PUBLIC BUILDINGS, LANDS AND CITY PLANNING** - McAtter, Di-Bla, Blake. Meets 1st Thursday, 3:00 p.m.

**PUBLIC HEALTH AND WELFARE** - McMahon, Carberry, McCarty. Meets 2nd Wednesday, 3:30 p.m.

**PUBLIC UTILITIES** - McCarty, Ferdon, McAtter. Meets 1st Wednesday, 3:30 p.m.

**STREETS AND HIGHWAYS** - Blake, Halley, Ertola. Meets 2nd and 4th Thursday, 2:00 p.m.

**RULES** - Christopher, Dobbs, Ertola. Meets at call of the Chair.

#### ASSESSOR

RUSSELL L. WOLDEN, 101 City Hall, Z. 2, KL 2-707..... 1938

#### DISTRICT ATTORNEY

THOMAS C. LYNCH, 350 Montgomery St., Z. 11, DO 2-8338..... 1935

#### CITY ATTORNEY

DION R. HOLM, 206 City Hall, Z. 2, HE 1-1322..... 1937

#### PUBLIC DEFENDER

EDWARD T. MANCUSO, 550 Montgomery St., Z. 11, EX 2-1535.

#### SHERIFF

DAN GALLAGHER, 331 City Hall, Z. 2, HE 1-2121..... 1935

#### TREASURER

JOHN J. GOODWIN, 110 City Hall, Z. 2, HP 1-2121..... 1937

### COURTS

#### SUPERIOR COURT JUDGES—UN. 1-8552

HERESA MEIKLE, Presiding  
 ELYSTINE J. CONNOR, CLARENCE W. MORRIS  
 MUSTANG CULLINAN, JR., HARRY J. NEUBARTH  
 FRANK T. DEASY, ORLA ST. CLAIR  
 PRESTON DEVINE, ALTON D. SAMPSON  
 TIMOTHY J. FITZPATRICK, GEORGE W. SCHONFELD  
 THOMAS M. FOLEY, DANIEL R. SHOENMAKER  
 I. L. HARRIS, WILLIAM T. SWIGERT  
 TWAIN MICHELSEN, WILLIAM F. TRAVERS  
 JOHN B. MOLINARI, H. A. VAN DER ZEE  
 EDWARD MÖLKENBUHR, ALBERT C. WOLLENBERG  
 JOSEPH M. CUMMINS, Secretary  
 480 City Hall, Z. 2, UN 1-8552

#### MUNICIPAL COURT JUDGES—KL. 2-3008

RAYMOND J. ARATA, Presiding  
 CARL H. ALLEN, JOSEPH M. GOLDEN  
 LENORE D. UNDERWOOD, CLAYTON W. HORN  
 WALTER CARPENTIER, JOHN J. McMAHON  
 C. HAROLD CAULFIELD, EDWARD O'DAY  
 CHARLES S. PEERY, ALVIN F. WEINBERGER  
 JAMES J. WELSH  
 IVAN L. SLAVICH, Clerk and Secretary,  
 301 City Hall, Z. 2, KL 2-3008  
 A. C. McCHESNEY, Jury Commissioner,  
 305 City Hall, Z. 2

TRAFFIC FINES BUREAU, 164 City Hall, Z. 2, KL 2-3008  
 JAMES M. CANNON, Chief Division Clerk

#### GRAND JURY

457 City Hall, Z. 2, UN 1-8552  
 Meets Monday at 8:00 P.M.  
 WILLIAM H. DAVIS, Foreman  
 MRS. BERTHA MAGNUSON, Secretary  
 DAVID E. SUTZLE, Consultant-Socialistic

#### ADULT PROBATION DEPARTMENT

604 Montgomery St., Z. 11, YU 6-2950  
 JOHN D. KAVANAUGH, Chief Adult Probation Officer

#### Adult Probation Committee

Meets at call of Chairman and 2nd Thursday each month  
 KENDRICK VAUGHAN, Chairman, 60 Sansome St., Z. 4  
 GEORGE MOSKOWITZ, Secretary, 2900 Lake St., Z. 21  
 REV. MATTHEW F. CONNERY, 449 Fremont St., Z. 5  
 RAYMOND HOSNER, 760 Monadnock Bldg., Z. 5  
 FRED C. PLEASER, Hayes St., Z. 2  
 ROBERT A. FLEGG, 456 Post St., Z. 2  
 FRANK RATTO, 526 California St., Z. 4

#### YOUTH GUIDANCE CENTER

175 Wondwile Ave., Z. 16 SE 1-5740  
 THOMAS F. STRYCULA, Chief Juvenile Probation Officer

#### Juvenile Probation Committee

Meets at call of Chairman  
 MERRIE L. COOLEY, Chairman, 1109 Sacramento St., Z. 8  
 MRS. FRED W. BLOCH, Secretary, 3712 Jackson St., Z. 8  
 ROY N. BUELL, 445 Bush St., Z. 8  
 REV. JOHN A. COLLINS, 420 - 29th Ave., Z. 21  
 JACK GOLDBERGER, 108 Golden Gate Ave., Z. 3  
 MRS. EDGAR H. HON, 2790 Green St., Z. 21, WA 1-0163  
 JAMES KEARNEY, 1506 Ave. 22  
 MRS. MARSHALL MADISON, 2910 Vallejo St., Z. 23, EL 6-1232  
 REV. JAMES M. MURRAY, 1825 Mission St., Z. 3

### OFFICERS APPOINTED BY MAYOR

#### CHIEF ADMINISTRATIVE OFFICER

289 City Hall, Z. 2, HE 1-2121  
**THOMAS A. BROOKS**  
 BEN G. KLINE, Executive Secretary  
 MARIAN T. FETT, Confidential Secretary

#### CONTROLLER

109 City Hall, Z. 2, HP 1-2121  
 HARRY D. ROSS  
 WREN MIDDLEBROOK, Chief Assistant Controller

#### LEGISLATIVE REPRESENTATIVE, FEDERAL

MARVIN E. LEWIS, 705 Market St., EX 2-2427.

#### LEGISLATIVE REPRESENTATIVE, STATE

DONALD W. CLEARY  
 223 City Hall, Z. 2, MA 1-0163 and HE 1-2121  
 City Senator, Sacramento 17 (during sessions)

### DEPARTMENTS UNDER THE MAYOR

#### ART COMMISSION

100 Larkin St., Z. 2, HE 1-2121  
 Meets first Monday of each month at 3:00 P.M.  
 HAROLD L. ZELLERBACH, President, 514 Battery St., Z. 1  
 JOHN L. HOGAN, Vice President, Mulla Tower, Z. 4  
 WILLIAM S. ALLEN, 441 Bush St., Z. 8  
 DOUGLAS BAYLIS, 6 Gerke Alley, Z. 9  
 CHARLES H. KENNEDY, 230 Jones St., Z. 2  
 OSCAR LEWIS, 2740 Union St., Z. 21  
 GEORGE C. POYNER, 1845 Franklin St., Z. 9  
 MICHAEL J. ROCKRISSE, 524 Sacramento St., Z. 11, EX 2-6749  
 ALBERTO SOTOMAYOR, 1 Le Roy Place, Z. 9  
 GORDON C. WOODS, 611 Wisconsin, Z. 7,  
 Ex-Officio Members

Mayor  
 President, Calif. Palace Legion of Honor  
 President, City Planning Commission  
 President, de Young Museum  
 President, Public Library Commission  
 President, Recreation and Park Commission  
 JOSEPH H. DYER, Jr., Secretary

#### CITY PLANNING COMMISSION

100 Larkin St., Z. 2, HE 1-2121  
 Meets first Monday of each month at 3:00 P.M.  
 ERNEST E. WILLIAMS, Pres., 2135 - 15th Ave., Z. 16  
 MRS. EUGENE M. PRINCE, Vice Pres., 3421 Pacific Ave., Z. 1  
 MICHAEL J. ROCKRISSE, 311 California St., Z. 8  
 WILLIAM D. KILDUFF, 160 Montgomery St., Z. 4  
 ELMER J. TOWLE, 1239 Howard St., Z. 3

THOMAS A. BROOKS, Chief Administrative Officer  
 JAMES H. TURNER, Manager of Utilities  
 JOHN L. BUCKLEY, 311 California St., Z. 8  
 JOSEPH MIGNOLA, Secretary

#### CIVIL SERVICE COMMISSION

151 City Hall, Z. 2, HE 1-2121  
 Meets every Friday at 4:00 P.M.  
 FRANCIS P. WALSH, President, 68 Post St., Z. 4  
 WM. A. LAHART, 2 Pine St., Z. 11, YU 6-0968  
 JOHN L. HOGG, 300 Guerrero, Z. 3  
 WM. L. HENDERSON, Sec. and Personnel Dir.

#### DISASTER CORPS

45 Hyde St., Z. 2, UN 3-6140  
 MAYOR, ELMER E. ROBINSON, Commander  
 CHIEF, ADM. OFFICER, THOMAS A. BROOKS, Vice-Com  
 REAR ADM. A. C. COOK, USN (Ret.) Director  
 ALEC X. MCGAULAND, Public Information Officer

#### EDUCATION, BOARD OF

135 Van Ness Ave., Z. 5-4680  
 Meets first and third Tuesdays at 7:30 P.M.  
 MRS. GEORGE A. HINDLEY, President, 29 Serrano Dr.  
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 LEO J. CONLEY, 1845 Franklin St., Z. 9

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JOHN W. BEARD, Executive Director

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 Room 228, City Hall  
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# Retain DR. CHARLES A. ERTOLA

## Incumbent SUPERVISOR

- Director of Agriculture District 1A (Cow Palace)
- Trustee of San Francisco Opera House
- Director Telegraph Hill Boys' Club
- Past Commander County Council, American Legion
- Chairman War Memorial Commission
- Foreman 1954 San Francisco Grand Jury



DR. CHARLES A. ERTOLA  
San Francisco Supervisor

**His Distinguished Record of Devoted Public Service Merits Your Support**

### Mrs. John H. Menzies

(Continued from Page 7)

ily—the citizens of the San Francisco she loves. She serves on the Community Chest Budget Study Committee and on the Y.W.C.A. Program Planning Committee, is a member of the Children's Hospital Auxiliary and of the Junior League, and does a number of things for the United Crusade. She is also publicity chairman of the Garden Club, gardening, or "anything to do with plants or flowers" being one of her own special interests.

She has others, too. She loves to travel, and has been to Europe twice, to Mexico, Guatemala and the Caribbean islands. The Menzies go most often by air, which she does not much care for, but time is a factor. She wishes she had more time to absorb the history and atmosphere of foreign places, from "fairy-talish" Venice to Old Panama. She particularly loves the theatre, and also reads all she can, "to keep up" she says, but this includes most of the Book-of-the-Month Club recommendations.

She enjoys cooking, and especially delights in preparing unusual dishes for her family, from recipes of different lands found in her notable collection of cook-books. The Menzies' entertain often, which she also enjoys enormously, but the thing that gives her the greatest pleasure is showing off San Francisco to visitors. "It's wonderful", she declares, "to live in a city you can be so awfully proud of".

And the city is proud of her, for there could not be a more loyal and enthusiastic citizen, a more generous and willing "do-er", Vi-

### Retain

## SHERIFF DAN GALLAGHER

- FOUR YEARS ASSEMBLYMAN 23rd ASSEMBLY DISTRICT
- CHAIRMAN SAN FRANCISCO DELEGATION AT SACRAMENTO
- ELEVEN YEARS MEMBER BOARD OF SUPERVISORS
- PRESIDENT OF BOARD OF SUPERVISORS FOR FOUR YEARS
- CHAIRMAN OF FINANCE COMMITTEE BOARD OF SUPERVISORS FOUR YEARS
- FOUR YEARS AS SHERIFF



**Election Tuesday, November 8**

**Be Sure and Vote**

tal, gracious, intelligent and lovely to look at, she is not only an ornament to society, but a young woman of rare distinction, whom the City-County Record is proud to present as one of its galaxy of outstanding feminine personalities.

Fort Point in the Presidio of San Francisco is a counterpart of Fort Sumter of Civil War fame.

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**Retain**  
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*Ability . . . Integrity . . . Experience*



**RODEO QUEENS MEET "LIVESTOCK MAN OF THE YEAR"**

Harvey A. McDougal, of Collingsville, California, named "Livestock Man of the Year" by the Agricultural Committee of the San Francisco Chamber of Commerce, was greeted at a luncheon in his honor recently by two of the "Queens" of the Grand National Livestock Exposition, which will open October 28 at the Cow Palace. Left is Diane Ray, "Livestock Queen," and the other charmer is Joanne Copeland, "Miss Grand National." McDougal will be honored guest of the Livestock Exposition on Chamber of Commerce Night, October 29.

## JAMES LEO HALLEY

**SUPERVISOR JAMES LEO HALLEY**, since being appointed to the Board of Supervisors by Mayor Robinson, has shown great concern over the many problems effecting our city and without doubt it stems from his business experience over a period of years.

Halley's record shows he knows the value of a dollar and believes that the City should get a dollar's worth of value for every tax dollar spent.

He has served as chairman of the Police Committee, a member of the Streets and Highways Committee and the Education, Parks & Recreation Committee.

Left fatherless at the age of seven, Leo Halley determined to get out and help make the family's way, starting work in a wood yard. Later, attending school, he worked after school hours in a department store. At the age of 12, he quit school and took a full time job at the store, and started night courses to prepare himself for a career. He soon qualified by dint of patient toil and strife to practice his profession, a Dental Technician.

He was getting along good until the war came—World War I—Uncle Sam needed him and he enlisted as a private in the Army. When the war ended, he was discharged as a Sergeant First Class. He knows the problems of the service man.

At a recent ceremony Supervisor Halley was presented with a national citation by Disabled American Veterans for outstanding service to veterans—an honor he justly earned.

So much more could be said—but in fairness to one of the best city servants of record—**VOTE FOR JAMES LEO HALLEY.**

### West Coast General Supplies

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San Francisco

GA. 1-3670

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**&**

**M**

**POLICE**

# Vote YES on "C"

## FOR BETTER PARKS AND PLAYGROUNDS

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OUR SUPERVISOR



*Let's Send a  
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"To Do A  
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Election Nov. 8, 1955

*Elect . . . .*

THOMAS F.

**MULVIHILL**

FOR

**SUPERVISOR**



- Successful Businessman
- Public Accountant
- Native San Franciscan
- Veteran World War II

**VOTE FOR YOUR FUTURE**

**Election Tuesday, November 8**

***Be Sure and Vote***

# The First Public Schools in California

By A. J. CLOUD, Record Contributing Editor

"I sing of the pioneer children who travel on toward tomorrow, into tomorrow's dominion."—(Pauline Sager).

## ACCLAIM! GIVE HONOR WHERE HONOR IS DUE!

San Francisco was the FIRST civic community, not only in California, but on the Pacific Coast, to inaugurate and conduct a public school.

That fact is not widely known among us who live in San Francisco today. The analysts, historians and poets who wrote of "The days of old, the days of gold, the days of 'forty-nine" had little to say about such a normal feature of life as the existence of schools. In the turbulent society they described their eyes were focused upon the bizarre, the sensational, the dramatic; and naturally enough, for the like of that Society had never before been viewed by men.

As we look back today and examine into the records, we discover that the Gold Rush pioneers of California took an astonishingly vital interest in originating and promoting plans for the establishment of public, as well as private, schools. A brief recital of their efforts in that direction, as related to public education, follows:

### Recognition of Public Education in the First Constitution

The elected delegates from the several electoral districts of California met at Monterey in September, 1849, for the purpose of formulating a Constitution for the projected State. They proceeded to write into this fundamental instrument of government a series of provisions which laid the foundation of a public school system. One of these provisions read:

"The Legislature shall provide for a system of common schools by which a school shall be kept up and supported in each district at least three months in every year."

### The Earliest Schools in San Francisco

Notwithstanding the provisions of the Constitution of 1849 just above cited, the first Legislature failed to make appropriations for public school support, and it developed upon local communities to take action or go without schools. San Francisco thereupon took the lead in a movement to establish free public schools.

San Francisco had already had considerable experience to serve as a guide to shape its policy in that connection. Three and a half years before California was admitted to the Union in 1850, the first English speaking school had opened its doors in San Francisco—the date being April, 1847. This school had an enrollment of twenty to thirty pupils, or nearly the total number of children then living in the tiny trading settlement lying alongside the magnificent har-

bor named in honor of St. Francis. This was a tuition school supported by fees from parents and other residents. The teacher was a Mr. Marsten, a pioneer from New England who, then, is to be hailed as the first professional schoolmaster to preside over classes in California. These classes were held in a rude building which stood on the block between Broadway and Pacific Streets, west of Dupont (now Grant Avenue). After running for a period of several months, the school faded into history.

Deprived thus of school facilities for their children, citizens of San Francisco, near the end of 1847, took measures looking toward the organization of another school. These measures led to the erection of a wooden, one-story schoolhouse located on the southwest corner near Clay Street, of the former Mexican Plaza—Portsmouth Square—as reproduced in the illustration on this page. This structure became not only a place in use for school purposes, but also a hall for the holding of many other gatherings, including church and court sessions.

By way of further preparation for the organization of this school, a town meeting was convened in February, 1848, at which five reputable citizens were named to officiate as school trustees. Shortly afterward, a town census was taken from which it appears that the population stood at eight hundred. Of that number, approximately sixty were of school age.

The next step was that of securing a teacher. The choice fell upon the Rev. Thomas Douglass, a graduate of Yale. He was employed at a salary of \$1,000 a year, guaranteed in part by the Ayuntamiento, or Town Council, and in part by private tuition fees, although the school came under the jurisdiction of the town's school trustees.

The school opened at Portsmouth Square on April 3, 1848, and by May had reached an enrollment of thirty-seven pupils. Then, almost over night, the teacher was left minus pupils, trustees, parents and compensation. The Gold Rush was on—the town depopulated. The Rev. Douglass cleaned out his desk, laid aside his books, pencils and slates, and took off for the "diggings." The lonely schoolhouse after a time, being in disuse and in sad need of repair, was demolished. Thus ended that chapter.

## NOTED EDUCATOR JOINS RECORD STAFF

DR. A. J. CLOUD, noted educator and authority on educational matters, has joined the staff of the City-County Record as Contributing Editor on Education and San Francisco Public School History.

A series of articles from the pen of Dr. Cloud tracing phases of Public School history in San Francisco starts with this issue of the Record and will appear regularly in subsequent issues.

Dr. Cloud is eminently equipped for this assignment. He is president emeritus of the City College of San Francisco which he founded in 1936, serving as its first president until 1949.

Previously, Dr. Cloud was chief deputy superintendent of schools of San Francisco, a position in which he served for 10 years. Prior to 1924 he was deputy on the staff of the superintendent of schools for 15 years. Notwithstanding his sustained success as an educational administrator, Dr. Cloud has always found his greatest joy in the service he rendered as a classroom teacher at Lowell High School where he became head of the English department prior to the time he joined the staff of the superintendent of schools.

The high esteem in which Dr. Cloud is held by both students and teachers alike is evidenced by the fact that a public building, Cloud Hall at City College, was named in his honor last year by resolution of the San Francisco Board of Education following a suggestion of the Associated Students of City College.

Nationally, Dr. Cloud is known by educators for the leadership he



DR. A. J. CLOUD  
Distinguished San Francisco Educator  
Joins Record Staff

has given the teaching profession in California down through the years.

Dr. Cloud has been well known as a writer since his student days at the University of California when he was editor of The Occident, student literary publication. He is author of several textbooks on government, "Our Constitution," "Faith of Our Fathers" and "Episodes in the Life of George Washington."

For a while, in consequence of the general excitement, education of the children of the community lapsed into nothingness. Yet large numbers of children accompanied their parents among the vast throngs headed for the new El Dorado. It became a prime necessity to make some provision for their education.

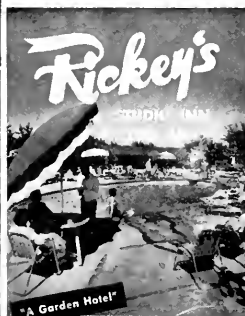
The earliest development came in April 1849, when the Rev. Albert Williams started a private class in his church and taught it over a period of several months. Resumption of a public school system began to take form when, in October, 1849, J. C. Pelton and his wife arrived from Boston, bearing with them a stock of school books, black boards and other school furniture, and organized a school in the basement of the Baptist church on Washington Street near Stockton. In the beginning, this school was operated on a private basis in that it was financed by contributions from interested citizens. In April, 1850, however, the Ayuntamiento officially adopted it by resolution, and, hence, it became by this ordinance.

### First Public School in California Independent of State Law

The Council appointed the two Peltons as teachers at a salary of

\$500 a month, to be paid out of public funds. This school grew to have an attendance of three hundred pupils and two assistants were added to the staff of teachers. It continued in operation until it was put out of business by the disastrous fires of 1850 and 1851.

(The second part of this article will appear in our next issue.)



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## Robert R. Gross Appointed to S.F. Bay Area Council

Robert R. Gros, vice president, Pacific Gas and Electric Company, has been appointed to the executive committee of the San Francisco Bay Area Council, according



**ROBERT R. GROS**  
Vice President  
Pacific Gas & Electric Co.

to an announcement by Richard J. Elkus, chairman.

Gros, who has been with Pacific Gas and Electric Company, since 1937, has been active in civic and advertising affairs. He was the executive chairman of the San Francisco civic committee in charge of the Tenth Anniversary Commemorative Session of the United Nations held in San Francisco last June. He is a past president of the Advertising Association of the West and of the San Francisco Advertising Club.

**AMERICAN**



**HAPPY TRAVELER.** Here's one reason Ben Swig likes to keep on the move. On his current swing around the country, covering a dozen or so cities, Ben was welcomed aboard his DC-7 Flagship by American Airlines stewardess Jeanne Bailey.

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If you are a resident and a voter in San Francisco you have voting rights in the \$355,000,000 Hetch Hetchy Water and Power System—the finest in the country.

This message is to warn you that mountain raiders have filed on the two remaining valuable power sites. The loss of these sites not only endangers the city's water program, but means a loss of \$4,817,000 annually in revenue—money that helps keep water cheap and the cost of this system off the tax rates.

Proposition "A" will keep these raiders out of our water and power system. The \$54,000,000 bond issue will make possible the immediate construction of power houses on both of these remaining sites, shutting the door in the faces of these outside squatters.

Remember, Hetch Hetchy is your system. It is your only source of water supply. It is cheap water, cheaper than it was twenty-five years ago.

If you want to protect your investment in this long-range program; if you want to be assured of an unlimited water supply, regardless of the future growth of San Francisco, then take your "YES" vote on "A" to the polls on Tuesday and bring all your neighbors with you. Remember, there are no proxies. You must exercise your own right to vote.

"YES" on "A" is a vote for your self-interest and for the city with a future—San Francisco.

## **These organizations ask you to Vote "YES" on "A"**

Building Owners and Managers Association	Divisadero Democratic Club	San Francisco Council of District Merchants
California Northern Hotel Association	Down Town Association	San Francisco Jr. Chamber of Commerce
Central Council of San Francisco Civic Clubs	Electrical Workers Local No. 6 (AFL)	San Francisco Labor Council
Central Council of San Francisco Property Owners League	Haight Fillmore District Improvement Association	San Francisco League of Women Voters
City Planning Committee of Jr. Chamber of Commerce	Lafayette Club	San Francisco Lodge Chinese American Citizens Alliance
Citizens Political Advisory Board	Retail Dry Goods Association	San Francisco Municipal Conference
Civic League of Improvement Clubs and Associations	Retail Merchants Association of the Chamber of Commerce	San Francisco Planning and Housing Association
Civil Service Association of San Francisco	San Francisco Bldg. and Constr. Trades Council	San Francisco Real Estate Board
Columbus Civic Club	San Francisco C.I.O. Council	San Francisco Retail Merchants Assoc.
Democratic County Central Committee of San Francisco	San Francisco Chamber of Commerce	Steuben Soc. of America James Lick Unit No. 79
Democratic Women's Forum of San Francisco		Van Ness Polk Civic Council
		West of Twin Peaks Central Council

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VOL. 22 — No. 12  
DECEMBER, 1955

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**COLONEL CLARENCE MARSHALL YOUNG**  
Executive President, Pacific-Alaska Division, Pan American World Airways

(See Story on Page 5)

## LETTERS TO THE EDITOR

SAN FRANCISCO WORLD  
TRADE CENTER AUTHORITY  
Editor:

I would like to take this opportunity to express to you and your paper my sincere appreciation for the outstanding job you have been doing over the years in bringing to the attention of our citizens the many problems politically, civically and charitably that concern



CHARLES ROSENTHAL

the welfare of all of us. You give both sides of the story regardless of race, creed or color. This in itself helps to enlighten the citizens as to the needs of various things that either become necessary to be voted upon or for people to offer their assistance in helping to bring to a reality those things that are needed to help those who cannot help themselves. I feel I am qualified in making this statement as I have spent the greater part of my life doing volunteer work of all sorts.

To prove my statement, in a recent issue you displayed a picture showing the Governor and the President of the Harbor Commission and some of the members of the World Trade Center Authority looking over the damage that was done to the Ferry Building by the recent fire. When completed this is to be known as the World Trade Center. A number of people who read this article in your paper called me on the telephone to make inquiries relative to space in the World Trade Center building when it is ready for occupancy. Again, allow me to thank you for the many projects I have worked on that you have brought to the attention of your readers. We are most fortunate in having a paper like yours that is so ready and willing to print in its columns the activities of our city.

Cordially,

CHAS. ROSENTHAL

(Continued on Page 15)

## make it a White Christmas



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Want to choose the really special gift—for the really special woman in your life? Make it a White Christmas ... give her a gleaming white modern appliance to take work off her hands. Perhaps a bright new dishwasher ... an automatic range or self-defrosting refrigerator ... an automatic washer, a dryer, a freezer. Whichever you choose—your gift of an appliance is a gift of freedom from work—and free time for leisure. And thanks

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# The Man Who Could Be President



THE BOY GREW UP to be Vice President

## The Life Story of Our Vice President

No career in our political history has been so flashing and unpredictable as that of Richard Milhous Nixon, the 43-year-old Californian.

THIRTY YEARS AGO he was running the vegetable counter in his father's corner store in a little Pacific coast Quaker town, named after Massachusetts' beloved Quaker poet Whittier.

(Nobody recalls the boy in grammar school. "You only remember the geniuses and the boys who got in trouble in one way or another," explains his teacher.)

TWENTY YEARS AGO he was studying to be an FBI agent.

TEN YEARS AGO his name was all but picked out of a hat to run against a Democrat who never had any trouble winning in his Congressional district.

(So little was known about Nixon that the Republican committee had to ask him if he was a Republican or a Democrat; and they had to send him \$300 so that he could make the trip back to California from Baltimore to meet the committee.)

THREE YEARS AGO he discovered that the people who controlled the Republican national convention in Chicago had tapped him to run on the ticket with Gen. Dwight D. Eisenhower.

AND NOW, the spotlight must remain on this man, so little known that few people can answer the \$64,000 questions about his life before he became Vice President.

In fact, a search of libraries, magazines and newspapers discloses no attempt to assemble the facts of Nixon's life, no biography of the Vice President.

*The demand for this series will be great. Only as a subscriber can you be certain of obtaining this fascinating, factual life story of the most discussed man in public life today! Enter your subscription at once. You will obtain this complete book-length biography and the many other important and interesting features regularly carried in the City-County Record.*

The CITY-COUNTY RECORD has purchased the publication rights to the only objective, complete, intimate biography of the Vice President of the United States.

This detailed, book-length biography of RICHARD NIXON, one of the most controversial political figures of our times, was especially commissioned by THE BOSTON GLOBE, one of the nation's great newspapers.

The authors are William Flynn, the Globe's California correspondent and RECORD contributor; and Joseph F. Dineen, Jr., and John Harris, star reporters for THE GLOBE.

Their "Life Story of Richard Nixon" is a journalistic achievement THE RECORD is proud to publish so the people of California may be informed fully concerning the life and character of a man who could be President. Each installment will be illustrated profusely with heretofore unpublished photographs.

The RECORD begins publication of this biography of Richard Nixon in the February issue. The RECORD is neither "pro-Nixon" nor "anti-Nixon." But, dedicated to the proposition that the people are competent to make valid political judgment—if they know the facts—THE RECORD publishes this Nixon biography as a public service.



THE VICE PRESIDENT AND HIS FAMILY. Left to right: Julie Nixon, Mrs. Patricia Nixon, Patricia Nixon, Richard M. Nixon

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## Around and About

By WHIT HENRY

This is the third and last of a series on the War Memorial of San Francisco and it concerns the murals by Frank Brangwyn. His four two-panelled murals — Air, Earth, Fire, and Water—originally in the Court of Abundance at the Panama-Pacific Exposition in 1915, form the dominating decorative feature of the Auditorium of the Veterans' Building.

Nobility of the composition of those masterpieces, the opulence, warmth, depth and brilliancy of color, the golds that seem to give out light, the liquid luminous arrangements of blue upon blue, are the delight of art students and connoisseurs who are ever viewing them.

The four elements are treated not allegorically, but entirely in relation to humanity, to their actual services to the welfare of human beings. They tingle with the warmth of the earth, the spur of light, the tang of the winds, the smell of growing things.

ATR: Two Panels.

1. **The Hunters.** The hunters, shielded from sight by the trees of the forest, let fly their arrows. The whole scene glows in the sunlight of late afternoon. The flight of the arrows and the flying birds emphasize the thought of the sustaining air.

2. **The Windmill.** The sun-gilt windmill in the midst of the wind-blown golden grain, the mounting kites, the dark wind-clouds making way for the bright rainbow, the wind-tossed garments of the workers passing by—all make this dazzling picture seem to quiver with the life of the wind.

EARTH: Two Panels.

1. **Dancing the Grapes.** Under the generous vine, purple and green against a lustrous blue, the workers gather the great clusters and pass them down to those below. These trample out the rich

juice in the great stone vat. . . beautiful treatment of light and shadow.

2. **The Fruit Pickers.** In the (Continued on Page 13)

## How well do you know San Francisco?



Even most lifelong residents of the Bay Area haven't visited all the famous landmarks that have made San Francisco beloved the world over. If you're a stranger, a Gray Line tour is a must; if you're a native, you'll still find a tour exciting, informative, entertaining. Be sure to tell visiting friends: Take a Gray Line tour of San Francisco. Hundreds of thousands do—every year and say, "There's nothing like it!"

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# COLONEL CLARENCE MARSHALL YOUNG

## Executive President, Pacific-Alaska Division Pan American World Airways

By WILLIAM FLYNN

COLONEL CLARENCE MARSHALL YOUNG, executive president of the Pacific-Alaska Division of Pan American World Airways with headquarters at San Francisco's International Airport, is an aviation executive whose career has encompassed growth of the industry from Jennies to jets.

He also is the author of the book of highly complex rules, in the form of national law and administrative orders, that govern the industry, one of the most startling examples of the nation's ability to produce—and accept as a matter of course—something new.

Despite his record of work in the industry, Colonel Young is a fortunate individual. He has retained his enthusiasm for his job. As a result, he is probably more interested in the arrival of Pan American jets than many of the multi-thousand individuals who work for Pan American in the numerous outposts of the Pacific basin that the airline serves.

### BORN IN IOWA

Colonel Young was born at Colfax, Iowa, the son of Theodore G. and Ella Foy Young. The date is not revealed in his Who's Who biography.

After attending Drake University, the future airline executive transferred to Yale where he was awarded his doctor of laws degree in 1910. He was admitted to the Iowa bar the same year and began to practice at Des Moines.

His experience as a combat pilot in World War I changed everything for him. He flew bombers for the United States Army during the 1917-19 period, was overseas for 18 months. Five of them he spent as a prisoner of war, in Austria. When he returned home he held the rank of Colonel in the Air Forces Reserve.

### EXECUTIVE SECRETARY

He did not go back to settle permanently. He served as executive secretary of the Municipal Research Bureau at Des Moines from 1922 to 1925. But he was more interested in the growing aviation industry than he was in the municipal problems of a midwestern city.

In 1925, Colonel Young was appointed director of aeronautics of the United States Department of Commerce and served as assistant secretary for aeronautics from



COL. CLARENCE M. YOUNG  
Exec. Pres., Pacific-Alaska Division  
Pan American World Airways

1929 to 1933. Then he went to work for Pan American.

As the federal government official in charge of the nation's aeronautical resources, during the years when no one was quite sure the airplane would be an instrument of commerce or merely a curiosity, Colonel Young is largely responsible for the firm foundation that has permitted the industry to grow until it is a major instrument in the prosperous economy of the nation.

He was the first administrator of the Air Commerce Act of 1926. It is more than likely that he had a hand in drafting the legislation of the act. It was his administration that won for the concerned governmental agency one of aviation's highest awards, the Collier Trophy, usually given to some individual who now flies faster than sound or around the world five times without stopping.

The award was given "for the greatest achievement in aviation



PAN AM MOVES TO TREASURE ISLAND—1939

Treasure Island Lease—Signing (left to right) Leland W. Cutler, President, World Fair Corporation; Mavor Angelo J. Rossi; Colonel Young; Lewis F. Byington, President S. F. Public Utilities Commission.

in America, the value of which has been demonstrated by actual use." The Department receiving the award was the Aeronautics Branch of the Department of Commerce for its activities in 1928.

It was while serving in this government position that Colonel Young voiced the philosophy which today governs his administration of Pan American activities that range from San Francisco, to Alaska, to Manila, Tokyo, Hong Kong, through the areas of Southeast Asia to Calcutta, to Australia, New Zealand and to Los Angeles.

### GOVERNMENT OFFICIAL

He was the government official who, in 1931, was faced with the problem of grounding more than 30 transports of the type which carried Knute Rockne, the famed Notre Dame football coach, to the question of a structural weakness in the plane.

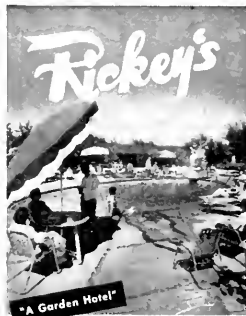
Colonel Young grounded the planes, thereby just about paralyzing the nation's infant commercial airline business.

Naturally there were protests

He even was denounced in Congress.

The plane manufacturer, the air transport companies said he was costing them many thousands of dollars.

(Continued on next page)



4 FAMOUS RESTAURANTS  
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"How much is a life worth?" Colonel Young replied. That is why the safety standards on Pan American's operations, which are concerned mainly with trans-oceanic flying, are continually under review and discussion. It is this constant vigilance that has given the Pacific-

war planes and service and currently is engaged in readying the operation for the new jet commercial transports that may be operating before 1960—depending on the ability of the manufacturer to deliver the planes according to a contract schedule. The era of commercial aviation

takeoff and landing speed of one of the planes Pan American is operating and considerably slower than the take off and landing speed of the jets to come.

The first flight over the Pacific, "with the plane winging into the sunset beyond the Golden Gate," as rewrite men of the era like Don Wiley were fond of saying, started on November 22, 1935. The route led from Hawaii to Midway to Wake to Guam to Manila, and took almost a week.

The elapsed time of the flight from San Francisco to Manila was 59 hours and 48 minutes. The plane returned on December 6.

#### OPERATIONS BASED

Colonel Young had based Pan American's first operations temporarily at Alameda. But he was instrumental in the airline moving its major Pacific base to Treasure Island in 1939, thus giving the Golden Gate International Exposition one of its most fascinating exhibits. Before the war in the Pacific started, service had been extended to New Zealand, and to

Young naturally is concerned with the attractiveness of Pacific places that will attract tourists. Naturally, he hopes such tourists will travel by air.

(Continued on Page 14)

## BROOKS

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TWO YEARS before the name of Charles Lindbergh became a household word this photograph was taken at Kansas City, Mo., during a 1925 Army reserve flight training program. Seen here with Lindbergh is Clarence M. Young, who later served as assistant secretary of commerce for aeronautics, pioneered the first airline across the Pacific and is now executive vice-president of the Pacific-Alaska Division of Pan American World Airways.

Alaska Division of Pan American one of the outstanding records of reliability in the history of aviation.

As some may recall there were a few changes in Washington in 1933. Herbert Hoover concluded his one term of service as president. Franklin Delano Roosevelt began his four term record of service. Colonel Young became the Pacific Division manager for Pan American. His mission was to pioneer routes across the Pacific.

#### LIKE ROOSEVELT

Like Roosevelt he was so successful in his activity that others followed him and copied him. This was the record of Colonel Young's twenty years ago. When the routine had settled down to something that was taken as a matter of course, Colonel Young served as a member of the Civil Aeronautics Board and then put in a term as manager of the Los Angeles International Airport.

But he never had little inclination for a non-political job. He returned to San Francisco and Pan American as the chief executive of the Pacific-Alaska Division, supervised the transition to post-

war planes and service and currently is engaged in readying the operation for the new jet commercial transports that may be operating before 1960—depending on the ability of the manufacturer to deliver the planes according to a contract schedule.

Now Pan American has flown the Atlantic more than 50,000 times, carrying passengers in groups of scores rather than by ones or twos. But the Atlantic flight was not the most dramatic. That remained for Colonel Young and the other pioneers of Pan American to do in the Pacific. The era of commercial aviation

takeoff and landing speed of one of the planes Pan American is operating and considerably slower than the take off and landing speed of the jets to come. The first flight over the Pacific, "with the plane winging into the sunset beyond the Golden Gate," as rewrite men of the era like Don Wiley were fond of saying, started on November 22, 1935. The route led from Hawaii to Midway to Wake to Guam to Manila, and took almost a week.

#### S. F. TO HAWAII

The distance between San Francisco and Hawaii is 2400 miles, still one of the longest over water flights in the world.

The equipment available at the time was flying boats, capable of 130 miles an hour—just about the



Pan American President Juan T. Trippe and Colonel Clarence M. Young

Singapore via the pin point islands of the South Pacific.

Immediately after the war, Pan American retired its flying boats on the Pacific routes and substituted faster and larger land based planes. Since then the pace of travel has continually increased until hardly 24 hours is needed to travel from San Francisco, via Pan American, to Tokyo or Sydney.

"When we are operating the jets, in 1959," says Colonel Young, "the travel time to Tokyo will be only about 15 hours."

As the ranking Pan American executive in the Pacific, Colonel

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# The First Public Schools in California

By A. J. CLOUD, Record Contributing Editor

(Second Article)

(In his first article in this series entitled *School Days*, published in the November issue of the *City-County Record*, Dr. Cloud lauded the spirit of the Gold Rush pioneers in promoting and establishing schools. He outlined the earliest efforts of the citizens of San Francisco in that direction, and told of school opportunities in the infant community during the American occupation until the year 1851. The present contribution will pick up the story at that point.)

"Nothing is worth the making if  
It does not make the man"

—Edwin Markham

## THE FREE SCHOOL ORDINANCE

EARLY IN 1851, the California legislature enacted into law a measure authorizing establishment of free public schools. The first School district in the State to take advantage of the provisions of the Act was San Francisco. In September of that year, the Common Council passed a **FREE SCHOOL ORDINANCE** arranging for the organization, support and regulation of the public schools of our City. This ordinance is, indeed, a monument to the civic spirit of our Argonaut citizens and a landmark in the history of San Francisco's system of public education.

### OUR FIRST SUPERINTENDENT

The first step toward organization under the Ordinance was taken by the Common Council in October 1851 when it elected five members of a Board of Education. The Board, in turn, unanimously chose our first Superintendent, **THOMAS J. NEVINS**, who had already proved himself to be a tower of strength in the preparation of the Ordinance. His salary was fixed at \$1200 per year, payable quarterly.

Superintendent Nevins addressed himself energetically to the task of inaugurating a system of public school. A year later, November 1852, he reported to the Board that seven schools with an enrollment of 791 pupils had been set in motion in as many sections of the city. The total cost of operation for that year was \$23,125.

### SCHOOL POPULATION IN 1852

Census figures compiled in 1852 give the total youth population of San Francisco at 2050, in the group from four to eighteen years of age. To which it may be added that the historian, Josiah Royce, related that: "On May 2, 1853, at a May-day celebration (which fell that year on a Sunday) there was in San Francisco a procession of school children to celebrate the occasion. About one thousand children were in the train."

### THE HAPPY VALLEY SCHOOL

Among the seven schools organized by Superintendent Nevins was the Happy Valley School which was located in a "small, one-story rented building" near the corner of Second and Minna Streets, then a suburban area of the expanding town, but today within a half block or so of the world-famous Theron-Palace Hotel.



DR. A. J. CLOUD

The first head of the Happy Valley School was **JAMES DENMAN** who thus attained the distinction of becoming the first public school principal to serve in California. The school stayed in that building for two years when the classes were transferred to a brick schoolhouse at the corner of Bush and Stockton streets where afterward the Polytechnic High School stood, and where today the Public Welfare Department of the city renders its services. James Denman continued to function in the principalship until 1857. Finally, in 1864, the pupils of the Happy Valley School were incorporated in other schools and its pleasant name disappears from the records.

### THOMAS J. NEVINS

Before concluding this article, it is deemed appropriate to introduce a brief sketch of the career of **THOMAS J. NEVINS**, our first Superintendent of Schools, who is often referred to by his contemporaries under the title of "Colonel" Nevins. He had come to San Francisco in 1849 as the Representative of the American Tract Society, an organization interested in aspects of religious education. His active part in the preparation of the Free School Ordinance has been shown

## IN MEMORIAM

# ALFRED ESBERG

By A. J. CLOUD, Record Contributing Editor

**THE DEATH OF ALFRED ESBERG**—November 17, 1955—brings to a close the career of a San Francisco business man and civic leader whose devoted services, particularly to the public schools, should be memorialized.

Alfred Esberg came upon the San Francisco Board of Education, by appointment of Mayor James Rolph, Jr., at the beginning of the year 1923, when the city charter had been recently amended to set up a new scheme of relationships between the Board and the Superintendent of Schools in much the same order as exists today. During the major part of Mr. Esberg's tenure on the Board following that date, I was Chief Deputy Superintendent, and, hence, had an excellent opportunity to appraise the value of his contribution to the growth and development of the schools during that period.

I feel privileged, then, to state that Mr. Esberg proved himself to be an exceedingly able and influential exponent of far-sighted policies that opened the way to one of the most progressive eras in the history of our public schools. Largely as the result of his persistent and energetic efforts, a whole group of the best school sites in the city was acquired—such as the Marina Jr. High and the Abraham Lincoln High—and modern buildings erected upon them—among them the Presidio Jr High and the Balboa High.

To the end of his days, Alfred Esberg was deeply interested in the educational program. Only a month or so ago, I had a long chat with him over old-time school happenings, as well as current events, and enjoyed his keen comments.

All friends of public education owe a debt to him.



THE FIRST SCHOOL HOUSE

First School House, San Francisco

"Citizens of San Francisco, near the end of 1847, took measures looking toward the organization of a school. These measures led to the erection of a wooden one-story schoolhouse located on the southwest corner near Clay Street, of the former Mexican Plaza—Portsmouth Square—as reproduced in the illustration on this page. This structure became not only a place in use for school purposes, but also a hall for the holding of many other gatherings, including church and court sessions."

above. Elected to the Superintendent in 1851, besides organizing seven schools within a year, he secured six school sites. Among these locations was the property at the corner of Bush and Stockton streets, and that at the corner

of 5th and Market streets. It is fully apparent that Colonel Nevins showed rare ability as an administrator.

In his report to the Board in 1852, Superintendent Nevins in-

(Continued on Page 13)

## CITY AND COUNTY OF SAN FRANCISCO

ELMER E. ROBINSON, MAYOR

## Directory of City and County Officers

## ELECTIVE OFFICERS

\*Indicates vacancy

## MAYOR

200 City Hall, Z. 2, MA 1-0163

ELMER E. ROBINSON, Mayor.....1935

ROBERT J. DOLAN, Executive Secretary  
 JARRETT, Confidential Secretary  
 GEORGE J. GRUBB, Administrative Assistant  
 JOHN D. SULLIVAN, Public Service Director

## SUPERVISORS, BOARD OF

235 City Hall, Z. 2, HE 1-1211

GEORGE CHRISTOPHER, President, 175 Russ St., Z. 3,  
 UN 1-3727; Res. 35 Stonestree Drive, JU 6-6650  
 WILLIAM C. BLAKE Tiple A Machine Shop, Inc.,  
 Pot 64, YU 6-5936

MATTHEW C. CARBERRY, Calif. Academy of Sciences,  
 Golden Gate Park, Res. 1542 - 34th Ave., Z. 22,  
 MU 4-5400

CASEY, JOSEPH M., 686 Post St., PR 5-8435  
 HAROLD S. DOBBS, 311 California St., Z. 4, GA 1-  
 4609; Res. 1001 Monterey Blvd., LO 4-1341

DR. CHARLES A. ERTOLA, 253 Columbus Avenue,  
 DO 2-8035  
 JOHN J. FERDON, 155 Montgomery St., Z. 4, GA 1-  
 5117; Res. 2906 Broderick St., JO 7-9193

JAMES LEO HALLEY, 948 Phelan Bldg., Z. 2, GA 1-  
 3704, Plaza 5-1277; Res. 22 Seacall Ave., Z. 21,  
 RA 1-2285

J. EUGENE McATEER, 206 Jefferson St., Z. 23,  
 PR 5-1477; Res. 130 Santa Ana Ave., Z. 27, LO 4-2464

FRANCIS J. McCARTY, 220 Montgomery St., Z. 2,  
 Z. 3, YU 6-4648; Res. 1849 - 26th Ave., Z. 23,  
 SE 1-1582

MRS. CLARISSA SHORTALL McMAHON, 703 Mar-  
 ket St., Z. 3, YU 6-4648; Res. 1849 - 26th Ave., Z. 23,  
 SE 1-1582

JOHN R. McGRATH, Clerk of the Board, HE 1-  
 2121, ET. 284

SENDER, MISS LILLIAN M., Chief Assistant Clerk,  
 STANDING COMMITTEES

(\*First named Supervisor as Chairman of the Committee)  
 COMMERCIAL AND INDUSTRIAL DEVELOPMENT—  
 Carberry, Casey, McAtter. Meets at call of the Chair.

COUNTY, STATE AND NATIONAL AFFAIRS—Halley,  
 Casey, Ertola. Meets 2nd and 4th Thursdays, 3:30 p.m.

EDUCATION, PARKS AND RECREATION—Casey, Mc-  
 Atter, McMahon. Meets at call of the Chair.

FINANCE, REVENUE AND TAXATION—Dobbs, Ferdon,  
 McCarty. Meets every Wednesday, 3:00 p.m.

JUDICIARY, LEGISLATIVE AND CIVIL SERVICE—  
 Ferdon, Halley, McMahon. Meets 1st and 3rd Thursdays,  
 3:30 p.m.

POLICE—Ertola, Blake, Carberry. Meets 3rd Wednesday,  
 4 p.m.

PUBLIC BUILDINGS, LANDS AND CITY PLANNING—  
 McAtter, Dobbs, Blake. Meets 1st Thursday, 3:00 p.m.

PUBLIC HEALTH AND WELFARE—McMahon, Carberry,  
 McCarty. Meets 2nd Wednesday, 3:30 p.m.

PUBLIC UTILITIES—McCarty, Ferdon, McAtter. Meets  
 1st Wednesday, 3:30 p.m.

STREETS AND HIGHWAYS—Blake, Halley, Ertola. Meets  
 2nd and 4th Thursdays, 2:00 p.m.

STREET CHRISTOPHER, Dobbs, Ertola. Meets at call of the  
 Chair

## ASSESSOR

RUSSELL L. WOLDEN, 101 City Hall, Z. 2

KL 2-1.....1938

## DISTRICT ATTORNEY

THOMAS C. LYNCH, 550 Montgomery St., Z. 11

DO 2-2838.....1935

## CITY ATTORNEY

DION R. HOLM, 274 City Hall, Z. 2, HE 1-1322.....1937

## PUBLIC DEFENDER

EDWARD T. MANNING, 550 Montgomery St., Z. 11

EX 2-1935

## SHERIFF

DAN GALLAGHER, 574 City Hall, Z. 2, HE 1-1211.....1935

## TREASURER

JOHN J. GOODWIN, 110 City Hall, Z. 2, HI 1-1119.....1935

## COURTS

## SUPERIOR COURT JUDGES—UN, 1-8552

THERESA MEIKLE, Presiding

MELVYN I. CROWIN, CLARENCE W. MORRIS  
 EUSTACE CULLINAN, JR., HARVEY J. NEUBARTH  
 FRANK T. DEASY, ORLA ST. CLAIR  
 FREDERICK DEVINE, MILTON D. SAPIRO  
 TIMOTHY I. FITZPATRICK, GEORGE W. SCHONFELD  
 THOMAS M. FOLEY, DANIEL R. SHOEMAKER  
 I. L. HARRIS, WILLIAM T. SWIGERT  
 TWAIN MICHELSEN, WILLIAM F. TRAVERSO  
 JOHN B. MOLINARI, H. A. VAN DER ZEE  
 EDWARD MCKENBUHR, ALBERT C. WOLLENBERG

JOSEPH M. CUMMINS, Secretary

480 City Hall, Z. 2, UN 1-8552

## MUNICIPAL COURT JUDGES—KL, 2-3008

RAYMOND J. ARATA, Presiding

CARL H. ALLEN, JOSEPH M. GOLDEN  
 LENORE D. UNDERWOOD, CLAYTON W. HORN  
 WALTER CARPENTIER, JOHN J. McMAHON  
 C. HAROLD CALFIELD, EDWARD O'DAY  
 CHARLES S. PEERY, JAMES E. WELSH  
 IVAN L. SLAVICH, Clerk and Secretary,  
 301 City Hall, Z. 2, KL 2-3008

A. C. McCHESNEY, Jury Commissioner,

305 City Hall, Z. 2

TRAFFIC FINES BUREAU, 164 City Hall, Z. 2, KL 2-3008

JAMES M. CANNON, Chief Division Clerk

## GRAND JURY

457 City Hall, Z. 2, UN 1-8552

Meets Monday at 8:00 P.M.

WILLIAM H. DAVIS, Foreman  
 MRS. BERTHA MAGNUS, Secretary  
 DAVID F. SUPPLE, Consultant-Statistician

## ADULT PROBATION DEPARTMENT

604 Montgomery St., Z. 11, YU, 6-2950

JOHN D. KAVANAUGH, Chief Adult Probation Officer

## Adult Probation Committee

Meets at call of Chairman and 2nd Thursdays each month  
 KENDRICK VAUGHAN, Chairman, 60 Sansome St., Z. 4  
 KENNETH KOSKOWITZ, Secretary, 2900 Lake St., Z. 21  
 REV. MATTHEW E. CONNOLLY, 349 Fremont St., Z. 2  
 RAYMOND BLOSSER, 670 Menadock Bldg., Z. 3  
 FRED C. JONES, 628 Hayes St., Z. 2  
 ROBERT A. PEABODY, 456 Post St., Z. 2  
 YOUNG RATTIO, 326 California St., Z. 4

## YOUTH GUIDANCE CENTER

375 Woodside Ave., Z. 16, SE 1-5740

THOMAS F. STRYCKULA, Chief Juvenile Probation Officer

## Juvenile Probation Committee

Meets at call of Chairman  
 MERRIEL E. COOLEY, Chairman, 1109 Sacramento St., Z. 8  
 MRS. FRED W. BLOCH, Secretary, 3712 Jackson St., Z. 8  
 ROY N. BUELL, 445 Bush St., Z. 8  
 REV. JOHN A. COONS, 420 29th Ave., Z. 21  
 JACK GOLDBERGER, 109 Golden Gate Ave., Z. 2  
 MRS. EDGAR H. LION, 2700 Green St., Z. 21, WA 1-0163  
 JAMES S. LEAH, 1877 Broadway, Z. 22  
 MRS. MARSHALL MADISON, 2910 Vallejo St., Z. 23,  
 FI 6-1222  
 REV. JAMES M. MURRAY, 1825 Mission St., Z. 3

## OFFICERS APPOINTED BY MAYOR

## CHIEF ADMINISTRATIVE OFFICER

289 City Hall, Z. 2, HE 1-1211

THOMAS A. BROOKS

BEN G. KLINE, Executive Secretary

MARIAN T. FETT, Confidential Secretary

## CONTROLLER

109 City Hall, Z. 2, HF 1-2121

HARRY D. ROSS

WRLN MIDDLEBROOK, Chief Assistant Controller

## LEGISLATIVE REPRESENTATIVE, FEDERAL

MARVIN E. LEWIS, 700 Market St., EX 2-2427

## LEGISLATIVE REPRESENTATIVE, STATE

DONALD W. CLEARY

213 City Hall, Z. 2, MA 1-0163 and HE 1-1211

Hotel Senator, Sacramento 17 (during sessions)

## DEPARTMENTS UNDER THE MAYOR

## ART COMMISSION

100 Larkin St., Z. 2, HE 1-2121

Meets first Monday of each month at 3:00 P.M.  
 HAROLD L. ZELLERBACH, President, 314 Battery St., Z. 11  
 JOHN R. HAGGARD, Vice President, Mills Tower, Z. 4  
 WILLIAM S. ALLEN, 461 Bush St., Z. 8  
 DOUGLAS BAYLIS, 310 Geary St., Z. 2  
 CHARLES H. KENNEDY, 230 Jones St., Z. 2  
 OSCAR LEWIS, 2740 Union St., Z. 23  
 MRS. ALICE C. POTYNER, 1845 Franklin St., Z. 9  
 GEORGE T. ROCKRIFE, 524 Sacramento St., Z. 11, EX  
 2-6749  
 ANTONIO SOTOMAYOR, J. Le Roy Place, Z. 9  
 GORDON G. WOODS, 611 Wisconsin, Z. 7

## Ex-Officio Members

Mayor  
 President, Civil, Police, Legion of Honor  
 President, City Planning Commission  
 President, de Young Museum  
 President, Public Library Commission  
 President, Recreation and Park Commission  
 JOSEPH H. DYER, JR., Secretary

## CITY PLANNING COMMISSION

100 Larkin St., Z. 2, HE 1-2121

Meets first Tuesday of each month at 2:30 P.M.  
 ERNEST E. WILLIAMS, Pres., 2125 - 15th Ave., Z. 16  
 MRS. EUGENE M. PRINCE, Pres., 3421 Pacific Ave., 18  
 MICHAEL I. ROCKLEY, 111 California St., Z. 8  
 WILLIAM D. KILDUFF, 160 Montgomery St., Z. 4  
 ELMER J. TOWLE, 1219 Howard St., Z. 3

THOMAS A. BROOKS, Chief Administrative Officer  
 JAMES H. TURNER, Manager of Utilities  
 JOHN L. OPPERNANN, Director of Planning  
 JOSEPH MICNOLA, Secretary

## CIVIL SERVICE COMMISSION

151 City Hall, Z. 2, HE 1-2121

Meets every Friday at 4:00 P.M.

FRANCIS P. WALSH, President, 68 Post St., Z. 4  
 W. A. LAHANIAN, 1 Pine St., Z. 11, YU 6-0968  
 JOHN L. HOGG, 200 Guerrero St., Z. 3  
 WM. L. HENDERSON, Sec. and Personnel Dir.

## DISASTER CORPS

45 Hyde St., Z. 2, UN 3-6140

MAYOR ELMER E. ROBINSON, Commander  
 CHIEF, ADAM C. OFFICER THOMAS A. BROOKS, Vice-Com.  
 REAR ADM. A. G. COOK, USN (Ret.) Director  
 ALFRED X. McCAUSLAND, Public Information Officer

## EDUCATION, BOARD OF

135 Van Ness Ave., UN 3-4680

Meets first and third Thursdays at 7:30 P.M.  
 MRS. GEORGE A. HINDLEY, President, 29 Serrano Dr.  
 MRS. CLARENCE COONAN, 2511 Filbert St.  
 CHARLES J. FOHNN, 231 Valencia St.  
 JEFFREY LEVIT, 465 Gea-Olivo Members  
 JOHN C. LEVINSON, 511 Howard St., Z. 3  
 CHARLES C. TROWBRIDGE, JR., 155 Sansome St., Z. 4  
 ADOLFO DURANTE, 512 Van Ness Ave., Z. 2

DR. HAROLD SPEARS, Supt. of Schools and Secretary

## FIRE COMMISSION

2 City Hall, Z. 2, HE 1-2121

Meets every Wednesday at 4:00 P.M.

MAX SOBEL, President, 240 Second St.  
 THOMAS J. RIORDAN, 785 Market St., Z. 3  
 LEO H. MARPLE, 1812 Van Ness Ave., Z. 2  
 FRANK P. KELLY, Chief of Department  
 CARL F. KRUGER, Chief, Division of Fire Prevention  
 and Investigation  
 THOMAS W. McCARTHY, Secretary

## HOUSING AUTHORITY

440 Turk St., Z. 2, OR 3-5801

Meets first and third Thursdays at 10:00 A.M.  
 LLOYD E. WILSON, Chairman, 3500 Nevin Ave., Z. 2  
 CHARLES J. JUNG, 622 Washington St., Z. 11  
 AL F. MAILLOW, 200 Guerrero St., Z. 3  
 CHARLES L. CONLY, Secretary

JOHN W. BEARD, Executive Director

## PARKING AUTHORITY

500 Golden Gate Ave., Z. 2, PR 6-1565

Meets second Wednesday each month at 7:30 P.M.  
 Room 228, City Hall

RANDOLPH HALE, Chairman, 1360 Montgomery St., Apt.  
 2, Z. 11

DAVID THOMSON, 65 Berry St., Z. 7  
 WALTER A. HAAS, JR., 98 Battery, Z. 11  
 ALBERT H. JACOBS, 2991 Lake St., Z. 21

HAROLD A. BERLINER, 136 Mississippi, Z. 10  
 VINING T. FISHER, General Manager  
 THOMAS J. O'TOOLE, Secretary



**PERMIT APPEALS, BOARD OF**

227 City Hall, Z.2, HE, 1-2131

Meets every Wednesday at 3:30 P.M.

JOHN F. HENNING, President, 993 Market St., Z. 3  
 FRED C. AINSIE, 1346 Polk, Z. 9  
 PAUL T. O'DOWD, 450 Geary St.  
 ERNEST L. WEST, 214 Montgomery St., Z. 4  
 JEREMIAH J. MULVHILL, 1675 Howard St., Z. 3  
 J. EDWIN MATTOX, Secretary

**POLICE COMMISSION**

Hall of Justice, Z.8, SU, 1-2020

Meets every Tuesday at 2:00 P.M.

WASHINGTON I. KOHNKE, President, 686 Sacramento St.  
 C. C. MAGINN, 315 Montgomery St., Z. 4  
 J. WARNOCK WALSH, 160 Montgomery St., Z. 4  
 SERGEANT JOHN T. BUTLER, Secretary

MICHAEL A. GAFFEY, Chief of Police  
 GEORGE M. HEALY, Deputy Chief of Police  
 JAMES ENGLISH, Chief of Inspectors  
 J. FRED DETTMER, Director of Traffic  
 CAPT. JAMES L. ENGLISH, Chief of Inspectors  
 MICHAEL F. FITZPATRICK, Sec'y to Dept.

**PUBLIC LIBRARY COMMISSION**

Civic Center, Z.2, HE, 1-2121

Meets the first Tuesday of each month at 4:00 P.M.

SAM M. MARKOWITZ, President, 213 Montgomery St.  
 JAMES F. ALLEN, 760 Market, Z. 3  
 JOHN CUDDY, 703 Market, Z. 3  
 DONALD A. CAMERON, The Examiner, 3rd & Market, Z. 3  
 THEODORE FISCHER, 1700 Walker, Z. 9  
 JOHN R. GRAVES, 1360 Jones, Z. 9  
 EVELYN LAFLAN, 949 Farwell St., Z. 16  
 MILTON K. LEPECH, 1643 Polk St., Z. 9  
 MRS. J. HENRY MOHR, 2 Castaneda Ave., Z. 16  
 JOSEPH Q. AN, 1800 Ave., Z. 21  
 KARE A. VAYSSIE, 240 Jones St., Z. 2

LAWRENCE J. CLARKE, Librarian  
 JOSEPH J. ALLEN, Secretary

**PUBLIC UTILITIES COMMISSION**

287 City Hall, Z.2, HE, 1-2137

Meets every Monday at 4 P.M.

VICTOR S. SWANSON, President, 474 Valencia St., Z. 3  
 DONALD A. CAMERON, Z. Pcs., 1 Montgomery St., Z. 11  
 EDWARD B. BARON, 44 Cass Way  
 OLIVER M. ROUSSEAU, 1140 Greenwich St., Z. 9  
 GASTON I. GOETTING, 1000 Green St., Z. 11  
 R. J. ADONALD, Secretary

JAMES H. TURNER, Manager of Utilities  
 JAMES F. FINN, Exec. Secty. to Manager

**Bureaus and Departments**

**BUREAU OF ACCOUNTS**—GEORGE P. NEGRI, Director, 287 City Hall

**BUREAU OF LIGHT, HEAT AND POWER**—A. DE VILLY, Manager, 425 Mason St., Z.2, PR, 5-7000

**HETCH HETCHY SYSTEM**—HARRY E. LLOYD, Chief Engineer and Gen. Mgr., 425 Mason St., PR, 5-7000

**BUREAU OF PERSONNEL AND SAFETY**—PAUL J. FANNING, Dir., 901 Presidio Ave., Z.15, FI, 6-5656

**MUNICIPAL RAILWAY**—CHARLES D. MILLER, Manager, 949 Presidio Ave., Z. 18, FI, 6-5656

**S. F. INTERNATIONAL AIRPORT**—FREDERICK B. BUTLER, Manager, So. San Francisco, PI, 6-5050

**BUREAU OF PUBLIC SERVICE**—VIRGIL L. ELLIOTT, Director, 287 City Hall, Z.2, HE, 1-2137

**WATER DEPARTMENT**—GEORGE W. PRACY, General Manager, 425 Mason St., Z.2, PR, 5-7000

**PUBLIC HEALTH COMMISSION**

585 Bush St., Z.8, GA, 1-5000

Meets first and third Tuesdays of each month, at 1:30 P.M.

EDWARD J. WREN, President, 1825 Mission St., Z.3  
 ERNEST D. HOWARD, President, 1825 Mission St., Z.3  
 FRANK F. ACNOST, S. F. Chronicle  
 MRS. JOHN D. MURRAY, 1306 Potrero Drive, Z. 27  
 ALBERT S. SAMUELS, Secretary

RONALD H. BORN, Director, Public Welfare  
 MRS. EULALIA SMITH, Secretary

**RECREATION AND PARKS COMMISSION**

McLaren Lodge, G.G. Park, Z.17, SK, 1-4866

Meets second and fourth Thursdays of each month at 3:00 P.M.

LOUIS SUTTER, President, 69 Sutter St., Z. 4  
 WM. M. COFFMAN, 551 Market St., Z. 5  
 MRS. ANNE DIPPEL, 160 Valdez Ave., Z. 12  
 REV. EUGENE A. GALLAGHER, 988 Market St., Z. 2  
 DR. FRANCIS J. HERZ, 450 Sutter St., Z. 8  
 FRED D. PARR, 1 Drumm St., Z. 11  
 ROBERT C. STEIN, 1908 Pacific Ave., Z. 9

MAX C. FUNKE, General Manager  
 WILLIAM J. SIMONS, Exec. Secretary to Gen. Mgr.  
 EDWARD MCDEVITT, Secretary to Commission

**REDEVELOPMENT AGENCY**

512 Golden Gate Ave., Z.2, OR, 3-6134

Meets every Tuesday at 1:30 P.M.

JOSEPH L. ALIOTO, Chairman, 111 Sutter St., Z. 4  
 DR. J. JOSEPH HAYES, 210 Post St.  
 ROY P. COLE, 417 Market St., Z. 4  
 LAWRENCE R. PALACIOS, Vice-Pres., 2940-16th St., Z. 3  
 JAMES E. STRATTEN, 201 Bush St., Z. 15  
 EUGENE J. MCLOSKEY, Director  
 M. C. HERMANN, Secretary

**RETIREMENT SYSTEM BOARD**

460 McAllister St., Z.2, HE, 1-2121

Meets every Wednesday at 3:00 P.M.

JOHN F. BRADY, President  
 1296 - 6th Ave., Z. 22  
 A. B. CROWLEY  
 Department of Public Health, Z. 2  
 BELFORD BROWN, First Western Bank  
 WM. J. MURPHY, 1771 - 45th Ave., Z. 22  
 HARRY J. STEWART, 605 Market St., Z. 5

Ex-Officio Members  
 GEORGE CHRISTOPHER, President, Board of Supervisors  
 DION R. HOLM, City Attorney  
 RALPH R. NELSON, Consulting Attorney  
 IRA G. THOMPSON, Secretary

**PAR MEMORIAL TRUSTEES**

Veterans Building, Z.2, MA, 1-6600

Meets second Thursday of each month at 3:00 P.M.

SAM K. HARRISON, President, 431 Bryant  
 EUGENE D. BENNETT, 223 Bush  
 SIDNEY M. EHRMAN, 14 Montgomery  
 FRANK A. FLYNN, 3rd & Market St.  
 PRENTISS COBB HALE, Jr., 867 Market  
 W. A. HENDERSON, 19 Maywood Drive  
 DAN S. HEWITT, 1634  
 J. RUFUS KLAWS, 2135 Montgomery  
 MILTON KLETTNER, 2179 - 27th Avenue  
 GUIDO J. MUSTA, 1000 North Point  
 RALPH J. A. STERN, 103 Clay  
 EDWARD SHARKEY, Managing Director  
 E. LAWRENCE GEORGE, Secretary

**SAN FRANCISCO MUSEUM OF ART**

Veterans Building

DR. GRACE MORLEY, Director, HE 1-2040

**DEPARTMENTS UNDER THE CHIEF ADMINISTRATIVE OFFICER****CORONER**

650 Merchant St., Z.11, DO, 2-0461

DR. HENRY W. TURKEL

**ELECTRICITY, DEPARTMENT OF**

45 Hyde St., Z.2, HE, 1-2121

D. O. TOWNSEND, Chief

DOYLE L. SMITH, Supt. of Plant

**FINANCE AND RECORDS, DEPARTMENT OF**

BEN G. KLINE, Director, 270 City Hall, Z.2, HE, 1-2121

CITY CLERK—MARTIN MONGAN, 317 City Hall, Z.2, HE, 1-2121

PUBLIC ADMINISTRATOR—WILFRED A. ROBINSON, 405 City Hall, Z.2, HE, 1-2121

RECORDER AND REGISTRAR OF VOTERS—THOS. A. TOOMEY, 167 City Hall, Z.2, HE, 1-2121

TAX COLLECTOR—JAMES REINFELD, 107 City Hall, Z.2, HE, 1-2121

**HORTICULTURAL COMMISSIONER**

Agricultural Building, Embarcadero, Z.7, SU, 1-3003

WILLIAM F. CARROLL

**PUBLIC HEALTH, DEPARTMENT OF**

Health Center Building, Z.2, UN, 1-4701

DR. ELLIS D. SOX, Dir. of Public Health

DR. E. C. SAGE, Assistant Director of Public Health

HASSELL HEALTH HOME—DR. LINCOLN F. PUTNAM, Supt., Redwood City

LAGUNA HONDA HOME—LOUIS A. MORAN, Supt., 78 Ave. and Demerby Blvd., Z.16, MO, 4-1584

SAN FRANCISCO HOSPITAL—Dr. T. E. ALBERS, Supt., 22nd and Potrero, Z.10, MI, 7-0820

CENTRAL EMERGENCY HOSPITAL—EARL BLAKE, Chief Steward

**PUBLIC WORKS, DEPARTMENT OF**

260 City Hall, Z.2, HE, 1-2121

SHERMAN P. DUCKEL, Director

R. BROOKS LARSEN, Assistant Director, Administrative

L. J. ARCHER, Asst. Director, Maintenance and Operation

**Bureaus**

ARCHITECTURE—CHARLES W. GRIFFITH, City Architect, 265 City Hall, Z.2, HE, 1-2121

BUILDING INSPECTION—Lester C. Bush, Superintendent, 275 City Hall, Z.2, HE, 1-2121

STREET CLEANING—J. J. Sullivan, Supt, 2123 Army, Z.10, MI, 7-9620

BUILDING REPAIR—Walter C. Zecker, Acting Supt, 2123 Army, Z.10, MI, 7-9620

ENGINEERING—REUBEN H. OWEN, City Engineer, 359 City Hall, Z.2, HE, 1-2121

STREET REPAIR—Fred Brown, Supt., 2123 Army, Z.10, MI, 7-9620

SEWER REPAIR—EMIL ALMEIM, Superintendent, 2123 Army, Z.10, MI, 7-9620

CENTRAL PERMIT BUREAU—J. ROSENBLUM, Supervisor, 286 City Hall, Z.2, HE, 1-2121

ACCOUNTS—J. J. MCLOSKEY, Supervisor, 260 City Hall, Z.2, HE, 1-2121

**PURCHASING DEPARTMENT**

270 City Hall, Z.2, HE, 1-2121

Purchaser of Supplies—Vacancy

CENTRAL SHOPS—Aylmer W. Petan, Superintendent, 313 Francisco St., Z.11, HE, 1-2121

**REAL ESTATE DEPARTMENT**

375 City Hall, Z.2, HE, 1-2121

PHILIP L. REZOS, Director of Property

JAMES A. GRAHAM, Superintendent of Auditorium

Civil Auditorium, Z.2, HE, 1-6152

**SEALER OF WEIGHTS AND MEASURES**

6 City Hall, Z.2, HE, 1-2121

O. C. SKINNER, JR.

FARMER'S MARKET

Thomas Christian, Market Master, MI 7-9423.

**SEPARATE BOARDS AND DEPARTMENTS****CALIFORNIA ACADEMY OF SCIENCES**

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## PAN AMERICAN WORLD AIRWAYS CELEBRATES 20th ANNIVERSARY OF PACIFIC AIR TRANSPORTATION

(Special to City-County Record)

**AIR TRANSPORTATION IN THE PACIFIC** celebrated its 20th anniversary on November 22. It was an anniversary highlighted by the fact that the same airline which two decades ago pioneered scheduled flying across the world's biggest ocean in 130-mile-per-hour flying boats has just pioneered a new field by being the first to order a fleet of American-built jet transports which will cruise at 575 miles per hour!

It was on November 22, 1935 that Pan American World Airways' famed China Clipper took off from San Francisco Bay for Honolulu and Manila on the first scheduled flight over a major ocean. Today PAA has placed orders for 45 Boeing and Douglas-built jet Clippers—with the first deliveries scheduled for December, 1958—which will be more than four times as fast as the flying boat which pioneered the Pacific airlines in 1935.

### CHINA CLIPPER

The China Clipper's inaugural flight marked an important milestone in aviation history, for up until that time the longest overwater hop, attempted only by mail planes, was between Dakar, Africa and Natal, Brazil, a distance of 1864 miles. By way of contrast, PAA was projecting an airline covering more than 8,000 miles of ocean flying, including one non-stop leg of 2400 miles between the Pacific Coast and Honolulu.

A tremendous amount of planning and preparation had gone into the project. Construction crews had been sent out by ship to establish "stepping-stone" bases at such remote points as Midway and Wake Islands. Advanced (for that era) radio navigational aids had been placed in service. And the trans-Pacific route had been surveyed from the air.

### PACIFIC DIVISION

The company's newly-formed Pacific Division had established a base at the tip of Alameda, on the east side of San Francisco Bay, and it was here on November 22 that thousands of spectators gathered to watch the inauguration of regular air service across the Pacific.

On the China Clipper's first flight, only air mail was carried—a total of 58 bags containing 110,865 letters consigned to Honolulu, Guam, and Manila. The event had drawn many dignitaries to Alameda, including Postmaster General James A. Farley; President Juan T. Trippé of Pan American; Governor Frank L. Merriam of California and others. A trans-Pacific radio hookup had been arranged so that the crowds could hear words of greeting from Governor Poinceter of Hawaii and President Quezon of the Philippines.

departures and arrivals of the big planes became one of the outstanding features of San Francisco's Golden Gate International Exposition.

The period prior to the attack on Pearl Harbor also witnessed the inauguration of service to New Zealand via Los Angeles, Honolulu, Canton Island and Noumea.

(Continued on next page)



IN 1927, when this photograph was taken, Clarence M. Young (right) was Director of Aeronautics of the U. S. Department of Commerce, and Arthur C. (Art) Goebel (left) had won fame as winner of the \$25,000 Dole air race from Oakland to Hawaii. This photograph was taken at Bolling Field, Washington, D.C., where Goebel had completed a transcontinental trip in the plane in which he crossed the Pacific. Twenty-five years later, on August 16, 1952, Goebel observed the 25th anniversary of his flight by flying from San Francisco to Honolulu on a Pan American World Airways Clipper and Colonel Young, Executive Vice-President of the PAA's Pacific-Alaska Division, was on hand to exchange greetings.

The ceremonies reached a climax when Captain Edwin C. Musick and his crew of six boarded the China Clipper. Mooring lines were cast off, the four engines were gunned and at 3:46 p.m. Musick lifted the Clipper off the water and pointed the nose out through the Golden Gate. Twenty-one hours and 3 minutes later, the China Clipper landed at Honolulu's Pearl Harbor. After an overnight stay, the flying boat took off for Manila with stops at Midway, Wake and Guam. Manila was reached in an elapsed time of 59 hours, 43 minutes from Alameda. On December 6, the China Clipper was back at Alameda, having flown a total of more than 16,000 miles.

From then on, aviation made rapid strides in the Pacific. Regular Clipper passenger service to Manila was inaugurated in 1936, and in 1937 the PAA route was extended to China. Bigger, faster flying boats (the Boeing 314 Clippers) were ordered and in 1939 the Clipper base was moved to man-made Treasure Island where the



**HISTORIC MOMENT**—The era of trans-Pacific flight was ushered in when this historic photograph was taken. The date was November 22, 1935, the place was the Pacific base of Pan American Airways at Alameda. Postmaster James J. Farley is seen helping to load the first cargo of air mail aboard the flying boat China Clipper. At the right, between the mail handlers, is Juan T. Trippé, Pan American's president.



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and to Singapore.

With Pearl Harbor, Pan American went on a wartime basis, serving throughout World War II under Navy contract. At war's end, the company immediately launched plans for resumption of interrupted services and the projection of new routes. This period was also marked by another important transition, for fast, long-range land planes had been developed to replace the slower flying boats and PAA had moved its Pacific base from Treasure Island to San Francisco International Airport.

Service was soon restored to New Zealand and Manila and a

route to Sydney was inaugurated. But by far the most important development was the project for the first one-carrier round-the-world service. This was accomplished in 1947 by PAA's Atlantic and Pacific-Alaska Divisions (the Pacific and Alaska organizations had been consolidated late in 1945). At the same time the important cities of Tokyo, Hong Kong and Shanghai were placed on the Pan American routes.

In addition, Seattle and Portland were added to San Francisco and Los Angeles as West Coast terminals. In 1948, the giant double-deck Boeing Strato Clippers were inaugurated in Pacific service, low-cost tourist

**FIRST BASE (Top, left).** Pan American World Airways' original Pacific base was located on the western tip of Alameda, an area now occupied by the huge Alameda Naval Air Station. It was from Alameda that the famous China Clipper (shown here) took off on November 22, 1935, to inaugurate the first scheduled air service across the world's largest ocean.

**PIONEER (Top, center).** Second in a long line of trans-Pacific Clippers was the famous China Clipper, a Martin M-130 four-engine flying boat (PAA had three of them). This historic aerial photo was taken on November 22, 1935 as the China Clipper winged out over the unfinished Golden Gate Bridge on the first scheduled trans-Pacific flight in history.

**AIRLINE ON DISPLAY (Top, right).** In 1939 San Francisco created a man-made island in the Bay as the site for its great Golden Gate International Exposition and Pan American was the first occupant moving its trans-Pacific headquarters from Alameda to Treasure Island. During the Exposition, arrivals and departures of the Clippers were witnessed by thousands of visitors to the big world's fair.

**NEW AIRPORT (Above, left).** In 1954, trans-Pacific flying entered a new era with the opening of San Francisco's new International Airport Terminal. Pan American Strato Clipper operations were moved to the new building from the small international terminal located two miles north of the new facility.

**TODAY'S CLIPPER (Above, center).** A big stride forward in trans-Pacific speed and comfort was taken in 1949 when the Pacific-Alaska Division took delivery of the first of a fleet of double-deck Strato Clippers. Today these aerial giants, capable of speeds of 300 miles-per-hour at altitudes up to 25,000 feet, operate from the Pacific Coast to Hawaii, Australia, Japan, the Philippines, Indo-China and Malaya.

**JET CLIPPER OF FUTURE (Above, right).** In October, 1955, Pan American became the first airline to order a fleet of American-built jet transports, consisting of 20 Boeing 707's and 25 Douglas DC-8's, capable of cruising at 575 miles per hour. This is an artist's sketch of the swept-wing DC-8, which will carry 108 passengers in standard seating and 131 tourist class. Delivery of the first jet Clippers is scheduled for December, 1958.



**AIR RACE SPECTATORS** at Cleveland, O., in 1929 included, left to right, Mrs. Anne Lindbergh, Charles A. Lindbergh and Clarence M. Young, then assistant secretary of commerce for aeronautics and now executive vice-president of Pan American Airways' Pacific-Alaska Division.

fares were pioneered and PAA, and Honolulu, the longest such the first airline to enter the Pacific airlift, served with distinction during the Korean conflict.

After years of research, PAA, in the winter of 1952, began high-speed, high-altitude operations in the Pacific jet stream, making non-stop flights between Tokyo and Honolulu, the longest such scheduled flights in aviation history.

And in October, 1955, 20 years of Pacific flight reached a new climax with the announcement that PAA had placed the first order for a fleet of American-built jet transports.

## NEW CANCO PLANT ADDITION OPENED

Mayor-elect George Christopher and industry leaders snipped a 50-foot steel ribbon with flashing chrome-plated shears November 28 to formally open a new \$2,000,000 addition to American Can Company's San Francisco plant, which now becomes the largest container manufacturing plant in the West.

Ceremonial dedication of the two-block long building preceded an industry luncheon at the Fairmont Hotel, sponsored by the Chamber of Commerce, saluting San Francisco's front-rank position as a producer and distributor of packaged food and non-food products for the nation's markets.

R. C. Stolk, vice president in charge of west coast operations for American Can, pointed out that California's first canning operations started in San Francisco in 1858. Since that time, he said, statewide production of packaged food, beverages and industrial products has risen to nine billion units a year, with a retail value of more than \$2,000,000,000 annually.

"The welfare of the people of California, in terms of income and better living, has been progressively improved through the decades by our vigorous, forward-looking packaging industries. They are now the largest employers among all of California's peacetime industries," Stolk said.

Participants and guests at the dedication and the luncheon represented principal trade associations and companies in the field of milk distribution, food canning, brewing, soft-drink processing, fish and meat packing, spice and coffee packing, packing of paint and motor oil and many other types of business activity.

Named to participate with Mayor-elect Christopher in the steel-ribbon cutting ceremony at the plant were Ernest L. Shaw,

president, Pacific Coast Coffee Association; D. E. Martinelli, president, Canners League of California; Gil Hohman, president, Golden Gate Paint, Varnish & Lacquer Association; Felix Chappellet, Western Oil & Gas Association; Thomas J. Mellon, president, Chamber of Commerce; William Buzick, California-Nevada Bottlers of Carbonated Beverages; George Osske, California State Brewers Institute; E. A. Green, president, San Francisco Milk Council; Miss Jeanne Kessey, "Miss San Francisco" of 1955; and R. C. Stolk.

Highlight of the downtown salute-luncheon was the presentation of a commemorative plaque to the City and County of San Francisco, containing the ten billionth metal container produced at American Can's local plant since the firm started container-making operations at Third and 20th Sts in 1915. The plaque was presented by Stolk and other packaging industry leaders to Mayor-elect Christopher.

The new Canco building a three-story, concrete slab structure of modern industrial design, adds 346,000 square feet of floor area to the existing factory, increasing the floor area of the plant by almost 75 per cent. The expanded plant will employ more than 1,400 men and women and is capable of producing 1,500,000,000 metal and fibre containers annually for fresh milk, coffee, nuts, beer, carbonated beverages, spice, paint, lubricating oils and hundreds of other food and industrial products, according to J. R. Carr, plant manager.

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## J. F. Fixa, S. F. Postmaster Heads National P.M. Group

John F. Fixa, Postmaster of San Francisco, California, was elected President of the National Association of Postmasters of the United States at the association's annual convention held in Detroit, Mich. Mr. Fixa now heads an organization representing 34,000 of the nation's postmasters.

Postmaster Fixa has been active in State and National association work since his appointment as Postmaster in 1948. He served three terms as National Vice President and two terms as National Executive Committeeman before being honored with the presidency.

## SEA COW AT S. F. AQUARIUM

One of the rarest specimens of marine life ever to grace Steinhart Aquarium is drawing crowds to the California Academy of Sciences in Golden Gate Park.

The unusual animal is Eugene, a half-grown dugong or sea cow. Dr. Earl S. Herald, curator of aquatic biology at the Aquarium, thinks Eugene is possibly the first live dugong ever exhibited in an American zoo or aquarium. They are seldom seen by man. In addition to being very rare, appearing only in remote tropical areas of the world, they are shy and retiring in their habits.

Eugene is about six feet long and weighs approximately 180 lbs. She has two seal-like flippers, a tail that looks like a mermaid's, "but a face like sin," according to Dr. Herald.

Eugene was brought by air from the Palau Islands to Steinhart Aquarium by Dr. Robert Harry, director of the George Vanderbilt Foundation of Stanford University, who is engaged in a scientific research program in the Palaus.

## MUSEUMS READY HOLIDAY FARE

San Francisco's major museums have announced December exhibitions ranging widely in subject but all pointed toward the holiday season.

At the California Palace of the Legion of Honor at Land's End a Christmas concert will be presented Sunday, Dec. 11, at 3 p.m. featuring the San Francisco State College Chorus and organist Ludwig Waltman, in a cantata by Buxtehude and various Christmas carols.

Special shows at the Museum include the first Pacific Coast Biennial Exhibition of paintings and water colors; "The Bridges of San Francisco," a photographic series and from the Achenebach Foundation serigraphs by Sister Mary Corilla, I.H.M.

"Young American Painters" at the San Francisco Museum of Art, Civic Center, is a companion exhibition to "Younger European Painters" shown at the Museum last winter. Nine of the 17 artists chosen to represent Pacific Coast States are from the Bay Region.

At the de Young Museum in Golden Gate Park the sixth young children's art show will continue to the end of the month. The show is sponsored by the San Francisco Board of Education, the junior committee of the de Young Society and the San Francisco News.

Special exhibits at de Young during the month include paintings and assemblages of Lucile Browkaw, ballet photographs, and the works of three San Francisco water-colorists.

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**DR. A. J. CLOUD**

(Continued from Page 7)

troduced a remarkable recommendation when viewed in the light of the date of utterance. In this recommendation he urged the Board to establish a public high school. No more than eight or ten such schools then existed in the Eastern States, and the earliest, at Boston, had been begun only thirty years before. The Board responded by asking the Superintendent to lay out high school courses of study and to estimate the costs involved. He complied by submitting early in 1853 a complete plan of operation. However, while the Board viewed the ambitious project with favor, nevertheless, "the financial embarrassment of the Department" required postponement, and three years went by before the first public high school in our city was founded.

Completing two active years of service, Superintendent Nevins resigned in November, 1853, much to the regret of his fellow citizens. The press of the day praised his work in the highest terms. The only later notation regarding the career of our first Superintendent relates that he attended the exercises of dedication of the Boy's High School new building in 1864 (of which more will be said in a succeeding article). When Colonel Nevins is reputed to have "participated in the program," he must have viewed with elation the realization of his dream.

Every San Franciscan should, truly, hold Thomas J. Nevins in grateful remembrance.

(To be continued)

**WHIT HENRY**

(Continued from Page 4)

group, so wonderfully composed, is the very spirit of the earth's abundance. The fruit pickers on high ladders, those bending low above the fertile earth, or bearing the burdens of overflowing baskets, are all aglow with strength and health and the warm light of plentitude.

**FIRE: Two Panels.**

1. **Primitive Fire.** In the bite of an early Autumn day the workers gather for warmth about their good servant, a fire. See how alive and true the thin flame of woody smoke mounts upward in the air.

2. **Industrial Fire.** About the Kiln, the workers employ fire for industrial service. You can see the gases coming; from the baking clay, in the metallic colors of the rising cloud of smoke. Study its contract with sky clouds behind it, to appreciate this artist's mastery.

**WATER: Two Panels.**

1. **The Net.** See the muscular force of these hardy fishermen, standing in lush reeds, hauling in the last catch of the afternoon. Observe the wetness of the soft sea-clouds that hang low above the water.

2. **The Fountain.** Where the thin line of water juts in a graceful bow from the spring, the people have come, with their bright vessels, for water. Here, too, enjoy the liquid beauty of the sky and water in the background and the wonderful gradations of color.

In the foregoing I have, with permission, quoted freely from a pamphlet published by the War Memorials Commission for which I wish to express my thanks.

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**COLONEL YOUNG**

(Continued from Page 6)

Consequently, he has inspired such things as economic surveys of the tourist potential in such romantic but seldom visited places as Fiji and Pago Pago and even Bali.

The greatest need in those areas, including New Zealand and Australia, he says, are hotel accommodations. He expected them to be provided within the course of time.

"There is a general recognition among the governments of the Pacific that tourist facilities will have to be improved if they are to profit from the tourist dollar potential that poured more than two billions of dollars into Europe last year," Colonel Young says.

As he describes the economic advantages of tourism as an industry, Colonel Young can be rather convincing. The producing nation, he explains, does not have to assume the cost of sending its product to market. The buyer not only

pays for it but travels to the attractions, which is a rather neat reversal in the customary routine of selling. Most of the time you have to take the product to the customer.

Another beauty of tourism is the fact that the owner of the scenic wonder sells the same view over and over again. There is little cost involved in the upkeep of a New Zealand waterfall, and the beach at Sydney although the same can't

be said for some of the more movable sights of Hawaii.

Colonel Young, whose activities have been concerned with the infancy, the 'teen age years of aviation, will preside at the recognition of its maturity when he sends the first commercial jet from the runway at San Francisco International Airport and into the "setting sun beyond the Golden Gate."

The honors he receives then will be well deserved.

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## LETTERS TO THE EDITOR

**RESOLUTION OF APPRECIATION TO GEORGE H. ALLEN, PUBLISHER OF CITY-COUNTY RECORD**

WHEREAS, the active and sustained support by the newspapers of the Redwood Empire have given strength and fruitfulness to the policies and projects of Redwood Empire Association during the past year, and

WHEREAS, you have contributed materially to development and progress within the Empire by



REED W. ROBINSON

President, Redwood Empire Assn.

your unstinted support of these policies and projects, now therefore **BE IT RESOLVED**, you are hereby extended this token of deep appreciation on the part of the officers and members of Redwood Empire Association and all its Units and Committees.

The foregoing resolution was introduced and unanimously adopted at the 35th Annual Convention Assembly of the Redwood Empire Association at Hoberg's Resort, Lake County, State of California, October 22, 1955.

(Seal) REED W. ROBINSON  
President  
(Attest) CLYDE EDMONDSON  
General Manager

BECKMAN, HOLLISTER & KUHN, INC.

Editor:

You might like to know that I am still receiving calls and letters as the result of the very flattering



VALERIE KUHN, President  
Beckman, Hollister & Kuhn, Inc.

article your feature writer did on me and which was published in the June-July issue of City-County Record.

I received letters from friends I had been out of touch with for years—from all over the United States. In addition, you will be interested in learning that your publication is also evidently well read by other newspapers and magazines—at least, I received requests, based on your publication as the source, from them.

Most sincerely,

VALERIE KUHN  
President

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FRED R. MEYER

Editor:

I wish to take this opportunity to personally thank you for your splendid treatment of the story of my retirement.

Everyone at the party was greatly impressed with the "Spe-



FRED R. "HAP" MEYER

cial" edition of the City-County Record and the picture of "Yours Truly" on the cover.

Thanks again to you and to Bill Flynn for your interest in my behalf.

Sincerely yours,

FRED R. "HAP" MEYER

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**RUSS JOURNALISTS TOUR BAY AREA**—The first group of Russian newspaper and magazine reporters to visit the United States since World War II paid a recent five day visit to San Francisco and the Bay Area. Representatives of such world-famous Soviet papers as Trud, Pravda and Isvestia, they inspected many of the local points of interest and expressed themselves as highly impressed with our fair city and its suburbs. As most of the scribes speak either French or German in addition to their native Russian, one of the high spots of their visit was a combination swimming and dinner party in their honor at Rickey's Studio Inn at Palo Alto. Popular restaurant, Swiss born John Rickey, is an accomplished linguist and is shown above, extreme left, at poolside at the Studio Inn telling them how he feels about our American way of life and what it has meant to him . . . telling them in three languages, English, French and German, so all would understand.

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# CITY-COUNTY RECORD

JANUARY, 1956  
VOL. 23 — No. 1

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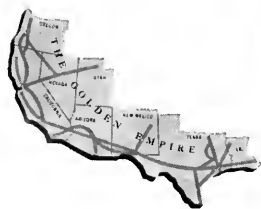
JAN 18 1956

(PERIODICAL DEPT.)

**GEORGE CHRISTOPHER**  
*Thirty-First Mayor of San Francisco*

(See story on Page 9)

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NATIONAL TRUST AND SAVINGS ASSOCIATION

**Condensed Statement of Condition December 31, 1955**

(Figures of Overseas Branches are as of December 23, 1955)

**RESOURCES**

Cash and Due from Banks . . . . .	\$1,609,581,021.51
United States Government Securities and Securities Guaranteed by the Government . . . . .	2,149,433,488.43
Federal Agency Securities . . . . .	147,209,756.53
State, County, and Municipal Securities . . . . .	576,145,111.55
Other Securities . . . . .	111,779,432.42
Loans Guaranteed or Insured by the United States Government or its Agencies . . . . .	1,273,977,300.06
Other Loans and Discounts . . . . .	3,453,984,172.54
Bank Premises, Fixtures, etc. . . . .	87,145,920.50
Customers' Liability on Letters of Credit, etc. . . . .	203,963,115.65
Accrued Interest and Other Resources . . . . .	55,926,652.94
<b>TOTAL RESOURCES . . . . .</b>	<b>\$9,669,145,972.13</b>

**LIABILITIES**

Capital . . . . .	\$ 150,000,000.00
Surplus . . . . .	200,000,000.00
Undivided Profits and Reserves . . . . .	135,848,396.30
<b>TOTAL CAPITAL FUNDS . . . . .</b>	<b>\$ 485,848,396.30</b>
Reserve for Possible Loan Losses . . . . .	71,133,473.10
<b>DEPOSITS</b> { Demand . . . . .	\$4,577,799,240.25 }
{ Savings and Time . . . . .	4,224,706,887.96 }
	8,802,506,128.21
Liability for Letters of Credit, etc. . . . .	205,235,881.78
Reserve for Interest, Taxes, etc. . . . .	104,422,092.74
<b>TOTAL LIABILITIES . . . . .</b>	<b>\$9,669,145,972.13</b>

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**Condensed Statement of Condition December 31, 1955****RESOURCES**

Cash and Due from Banks . . . . .	\$ 54,261,259.17
United States Government Obligations . . . . .	13,984,649.66
Other Securities . . . . .	8,789,717.09
Loans and Discounts . . . . .	76,970,419.74
Customers' Liability on Letters of Credit, etc. . . . .	78,746,526.53
Accrued Interest and Other Resources . . . . .	1,304,407.95
<b>TOTAL RESOURCES . . . . .</b>	<b>\$234,056,980.14</b>

**LIABILITIES**

Capital . . . . .	\$10,000,000.00
Surplus . . . . .	4,000,000.00
Undivided Profits . . . . .	708,686.09
<b>TOTAL CAPITAL FUNDS . . . . .</b>	<b>\$ 14,708,686.09</b>
Reserve for Possible Loan Losses . . . . .	1,117,093.13
Deposits . . . . .	137,309,776.27
Liability for Letters of Credit, etc. . . . .	79,697,301.81
Reserve for Interest, Taxes, etc. . . . .	1,224,122.84
<b>TOTAL LIABILITIES . . . . .</b>	<b>\$234,056,980.14</b>

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# CITY-COUNTY RECORD

GEO. H. ALLEN.....Editor and Publisher  
RICHARD H. ALLEN.....Associate Editor  
DODD M. McRAE.....General Counsel

## Contributing Editors:

William Flynn—Record Biographies; White Henry—Around and About

Dr. A. J. Cloud—Education, S. F. Public School History

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JANUARY, 1956

## Around and About

By **WHIT HENRY**

**IT WAS THE DAY** before Christmas last year, and Mary Fitch, a 16-year-old high school girl, was walking along a crowded street in Santa Cruz when she spied a man's pocket-book. Picking it up, she found that it contained \$50 in bills and some papers. Among them was a veteran's honorable discharge.

Mary has been brought up to be scrupulously honest, and thought only how she could return the pocket-book to its owner. Looking at the discharge she thought of her own father, who she had only known as a little girl, because he went off to combat early in World War II and never returned. "Presumed dead" the official notice said.

### FOUND HER WAY

With these thoughts revolving in her mind Mary found her way to the office of James Palmer, the Assistant Veterans Service Officer for Santa Cruz County. Someone directed her to his desk in the Veterans Memorial Building. If anyone could find the veteran who owned the pocket-book, she reasoned, he could.

Jim Palmer, an ex-soldier himself, was impressed by the forthrightness and honesty of the girl, and entered into conversation with her. In the course of their talk he learned that Mary's mother was drawing compensation as a veteran's widow. Then he asked Mary whether she was enrolled in California's educational assistance program for children of deceased veterans. She answered she knew nothing about it.

### JIM EXPLAINED

Jim explained to her that it was a state program designed very particularly for persons like herself. It offered financial assistance to the survivors of fathers and husbands who had been killed in action or who died at any time

(Continued on Page 22)

*How well  
do you know  
San Francisco?*



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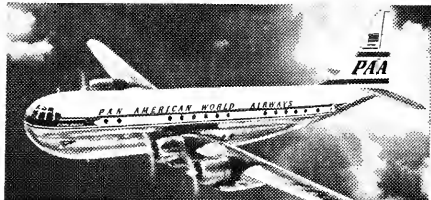
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MAYOR

GEORGE

CHRISTOPHER



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# Alcaldes and Mayors of San Francisco, 1834 - 1956

## ALCAIDES AND MAYORS OF SAN FRANCISCO

FRANCISCO DE HARO (1834-1835) — First Alcalde under Mexican rule.

JOSE JOAQUIN ESTUDILLO (1835-1836) — 2nd Alcalde under Mexican rule.

FRANCISCO GUERERO (1836) — 3rd Alcalde under Mexican rule.

LIEUT. YGNACIO MARTINEZ (1837-1839) — 4th Alcalde under Mexican rule.

FRANCISCO DE HARO (1838-1840) — 2nd term.

JESUS NOE — 5th Alcalde under Mexican rule.

FRANCISCO SANCHEZ (1843-1844) — 6th Alcalde under Mexican rule.

GUILLERMO HINCKLEY (1844-1845) — 7th Alcalde under Mexican rule.

JUAN PADILLA (1845) — 8th Alcalde under Mexican rule.

JESUS DE LA CRUZ SANCHEZ (1845-1846) — 9th Alcalde under Mexican rule.

\* \* \*

WASHINGTON A. BARTLETT (July 1846-Feb. 1847) — 1st Alcalde under American rule.

BRYANT (Feb. 1847 - June 1847) — 2nd Alcalde under American rule.

GEORGE A. HYDE (June 1847-April 1848) — 3rd Alcalde under American rule.



JAMES ROLPH, JR.  
Jan. 1912 - Jan. 1931  
27th Mayor of San Francisco



ANGELO J. ROSSI  
Jan. 1931 - Jan. 1944  
28th Mayor of San Francisco

J. TOWNSEND (April 1848-Sept. 1848) — 4th Alcalde under American rule.

T. M. LEAVENWORTH (Sept. 1848-Aug. 1849) — 5th Alcalde under American rule.

JOHN W. GEARY (Aug. 1849-May 1850) — 6th and last Alcalde under American rule.

JOHN W. GEARY (May 1850-May 1851) — First Mayor of San Francisco.

C. L. BRENNHAM (May 1851-Jan. 1852) 2nd Mayor of San Francisco.

S. R. HARRIS (Jan. 1852-Nov. 1852) 3rd Mayor of San Francisco.

C. L. BRENNHAM, (Nov. 1852-Oct. 1853) 2nd Term.

CORNELIUS K. GARRISON (Oct. 1853-Oct. 1854) 4th Mayor of San Francisco.

J. P. WEBB (Oct. 1854-July 1855) 5th Mayor of San Francisco.

SAMUEL VAN NESS (July 1855-July 1856) 6th Mayor of San Francisco.

F. W. BURR (July 1856-July 1859) 1st President Board of Supervisors

I. F. TESCHEMACHER (July 1859-July 1853) 2nd President Board of Supervisors.

I. F. TESCHEMACHER (July 1862-July 1863) — 7th Mayor of San Francisco.

I. P. COON (July 1863-Dec. 1867) 8th Mayor of San Francisco.

FRANK MCCOPPIN (Dec. 1867-July 1869) 9th Mayor of San Francisco.

THOMAS H. SELBY (July 1869-July 1871) 10th Mayor of San Francisco.

WILLIAM ALVORD (July 1871-July 1873) 11th Mayor of San Francisco.

JAMES OTIS (July 1873-Nov. 1875) 12th Mayor of San Francisco.



ROGER D. LAPHAM  
Jan. 1944 - Jan. 1948  
29th Mayor of San Francisco



ELMER E. ROBINSON  
Jan. 1948 - Jan. 1956  
30th Mayor of San Francisco

GEORGE HEWSTON (Nov. 1875-Dec. 1875) 13th Mayor of San Francisco. (Appointed to fill term of JAMES OTIS.)

A. J. BRYANT (Dec. 1875-Dec. 1879) 14th Mayor of San Francisco.

ISAAC S. KALLOCH (Dec. 1879-Dec. 1881) 15th Mayor of San Francisco.

MAURICE C. BLAKE (Dec. 1881-Jan. 1883) 16th Mayor of San Francisco.

WASHINGTON BARTLETT (Jan. 1883-Sept. 1887) 17th Mayor of San Francisco, became Governor of California.

EDWARD B. POND (Sept. 1887-Jan. 1888) 18th Mayor of San Francisco. (Appointed to fill term of WASHINGTON BARTLETT.)

GEORGE H. SANDERSON (Jan. 1891-Jan. 1893) 19th Mayor of San Francisco.

LEVI R. ELLERT (Jan. 1893-Jan. 1895) 20th Mayor of San Francisco.

ADOLPH SUTRO (Jan. 1895-Jan. 1897) 21st Mayor of San Francisco.

JAMES D. PHELAN (Jan. 1897-Jan. 1902) 22nd Mayor of San Francisco.

EUGENE E. SCHMITZ (Jan. 1902-July 1907) 23rd Mayor of San Francisco.

CHARLES BOXTON — appointed — (July 9, 1907-July 16, 1907) 24th Mayor of San Francisco.

EDWARD R. TAYLOR — appointed — (July 16, 1907-Jan. 3, 1908). Elected (Jan. 1908-Jan. 1910) 25th Mayor of San Francisco.

P. H. MCCARTHY (Jan. 1910-Jan. 1912) 26th Mayor of San Francisco.

JAMES ROLPH, JR. (Jan. 1912-Jan. 1931) 27th Mayor of San Francisco, (Became Governor of California.)

ANGELO J. ROSSI — appointed mayor to fill term (Jan. 1931-Jan. 1932). Elected (Jan. 1932-Jan. 1944) 28th Mayor of San Francisco.

ROGER D. LAPHAM (Jan. 1944-Jan. 1948) 29th Mayor of San Francisco.

ELMER E. ROBINSON (Jan. 1948-Jan. 1956) 30th Mayor of San Francisco.

GEORGE CHRISTOPHER (Jan. 1956) 31st Mayor of San Francisco.

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to*  
**MAYOR GEORGE CHRISTOPHER**

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# MAYOR GEORGE CHRISTOPHER

## 31st Chief Executive of San Francisco

By WILLIAM FLYNN, Record Staff Writer

GEORGE CHRISTOPHER assumed the duties and responsibilities of Mayor of San Francisco January 8 with the opportunity to provide the city with its most vigorous and constructive municipal administration of modern times.

The odds are that he will do so.

But there will be difficulties and discouragement for him the next year as those who do not believe in his policies or philosophies of governmental administration are emboldened to snipe.

Former Mayor Roger Dearborn Lapham who served as San Francisco's wartime mayor and declined to seek re-election suggested this in his post-election congratulatory comment on Christopher's sweeping victory.

### ASSUMED OFFICE

"I wish him a lot of luck—he'll need it," the former Mayor said. The mayor-elect assumed office with a mandate from the people of San Francisco to carry out his promise: "Let's Go Forward."

Personally, Mayor Elect Christopher has the intelligence, the energy, and the determination to aid San Francisco in going forward.

He is 48 years old. He is more than six feet tall, weighs in the neighborhood of 200 pounds and there is very little fat on his frame. He has the middle age muscular co-ordination of a youth.



GEORGE CHRISTOPHER  
Mayor of San Francisco

who could have been a big time ball player as a short stop if he could have conquered the inability to go to the left for a ground ball.

He is a man of intense physical energy. He has a sharp, retentive

mind that works with considerable speed, sometimes to the consternation of the individuals with whom he is dealing. He also has a singleness of purpose that sometimes leaves his opponents bruised and battered as does Forty Niner Joe Perry on one of his better days as a jet propelled back.

The living symbol of the equal opportunity afforded all who seek freedom and fortune in the United States, the new Mayor has lifted himself by his own ability from South of Market where his immigrant parents settled to the semi-exclusive regions of Lakeside.

### BUSINESS SUCCESS

Despite his success in the business world that has given him a five-figured annual income, Mayor Christopher and his wife Tula have not adopted the questionable pretensions of the newly rich.

She still asks him what he wants for dinner (one of his favorite dishes is lamb) and cooks it. Without sense of obligation she runs her own household without the benefit of servants.

Mayor Christopher's working day has been about eighteen hours when he was administering the affairs of his dairy firm (Christopher Milk, The Builder of Champions) and serving as a member of the Board of Supervisors.

### LIGHT BREAKFAST

He usually arises between eight and nine a.m. His breakfast consists mainly of juice and black coffee. He drives his Cadillac to his office about 10 a.m. There he administers until noon. Then he is off to his lunch which, more often than not, is another session of work.

The lunch is his main meal of



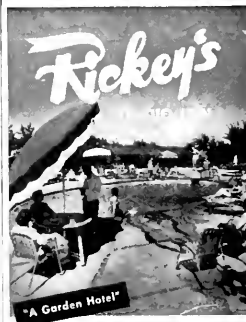
MAYOR CHRISTOPHER AND SAN FRANCISCO'S FIRST LADY

Mayor Christopher and his charming wife Tula were married in 1953 and live in an attractive 7-room home at 55 Stonecrest Drive, Lakeside, where their friends find them most hospitable.

the day. He favors a soup, roast, vegetables, coffee, seldom selects a dessert. Infrequently and only if amenities require it, he starts off with an old-fashioned. One is his limit.

It is probable that as Mayor, Christopher will maintain these work habits without great variation. He will eliminate the morning at his business office. The affairs of his firm will be handled by his sister, Helen Christopher, probably the most efficient feminine business executive in Northern California; and Mitchell Davie, his long time assistant who assumed the titles of President and General Manager of Christopher Dairy Farms January 1.

Like many energetic individuals who schedule more work than (Continued on next page)



4 FAMOUS RESTAURANTS  
Palo Alto, San Francisco and Stonestown, California

## MAYOR GEORGE CHRISTOPHER

(Continued from Page 9)

there is time available for its performance. Mayor Christopher will face a problem with the stream of paper work that flows across his desk when he is Mayor.

He is the type of executive who favors the short sentence report. The shorter the better. He is impatient with long, windy memoranda. The ideal report, in his esti-

and hows of a suggested expenditure.

The fact that Mayor Christopher is sometimes impatient with details indicates that he will adopt one of two policies. His choice will have an effect on the success of his administration.

If he leaves details to qualified assistants and concentrates on

broad policy—and receives performance comparable to responsibility assigned—his success as Mayor of San Francisco is virtually assured. But if he lets himself become immersed in detail, he could lose sight of the forest and see only the trees.

### POLICIES

The policy matters will take all his time and the establishment of them and supervision of their execution will require all his mental and physical resources of energy.

The fact of the matter is that San Francisco can go forward or it can start sliding down hill. Fundamentally, Mayor Christopher asked for and received the right to exert the pressure that will determine the direction San Francisco takes during the next eight years. Fundamentally, Mayor Elect Christopher asked for and received the right to exert the pressure that will determine the direction San Francisco takes during the next eight years.

There will be modernization of the police department, the bolstering of departmental morale, the establishment of the understanding that some routine practices of the past have not been good police practice.

There will be the problem of transit; immediately somewhat complicated by the presence of the Robinson appointees whose terms have a distant expiration date.

There will be the problem of deciding whether Donald W. Cleary should continue as the city's lobbyist

in Sacramento and whether Marvin Lewis or someone else should protest the city's interest in Washington although there already are two congressmen elected and paid to do the job.

There will be the problem of finding a way to re-establish cordial bounds with the rural areas of California from which San Francisco draws much of its wealth and which have drifted away from San Francisco during the past few years.

There will be the problem of finding a working agreement with the State Harbor Commission for the benefit of the Port of San Francisco, one of the major economic keystones of San Francisco's economy.

### COOPERATION

There will be the problem of eliminating the suspicion and distrust that other Bay Region Communities, particularly on the Peninsula, have for San Francisco which in the past has treated them with something that appears to be a patronizing manner accorded country cousins by city slickers.

These are but a few of the problems that Mayor George Christopher must solve. Given the smallest break, he will meet the challenge.

Do your part to keep our road-sides clean. Carry a paper bag in your car for refuse and trash. When full, place it in roadside receptacles or in your trash can when you get home.



HANDS ACROSS THE BAY!

At the 50th Anniversary Banquet of the Oakland Chamber of Commerce held November 19, the then Mayor-Elect Christopher pledged full cooperation with Bay Area cities to Oakland Mayor Clifford E. Rishell (right). Mayor Christopher, an honored guest at the banquet, was received with great acclaim.

mation, is a one page, triple spaced sheet with wide margins. But the brief report must contain the essence of the problem under discussion. If it is fuzzy, the writer is a sitting duck for the administrator.

Mayor Christopher probably will enjoy himself most in the Mayor's office when he is going over the departmental budget, a rather bulky document with which he is thoroughly familiar because of service on the Board of Supervisors.

### ACCOUNTANT

He is an accountant by profession. What he can do with a column of digits and his gold mechanical pencil in the way of addition and subtraction is equally by hand. He is in the City Hall, including Controller Henry Ross who is a stationer of a digit fighter himself.

Departments who have hopes of getting a budget requests with a budget hardly noticed details and end up with a surplus or a deficit. When the future Mayor will explain the details of the

## There's a "one and only" in refreshment, too



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# OFFICIAL ELECTION FIGURES

ELECTION, TUESDAY, NOVEMBER 8, 1955

Final and official election figures covering election of Tuesday, November 8, 1955; released by Registrar Thomas A. Toomey. Total Vote—249,595. (More than 95 per cent of registered voters).

## Mayor

George Christopher ..... 162,280  
George R. Reilly ..... 77,085  
Marie Antoinette LePleux 1-182; Donald J. Bruce, 1,135; Earl David (Maxie) Brown, 979; Frank Barbara, 950; Roderick B. O'Donnell, 698.

## Supervisors

John J. Ferdon ..... 135,236  
Clarissa Shortall McMahon 126,947  
Harold S. Dobbs ..... 120,153  
Joseph M. Casey ..... 112,592  
James Leo Halley ..... 110,779  
Charles A. Ertola ..... 108,148

(Above six, all incumbents, were reelected.)

Roy C. Hall, 75,502; Thomas F. Mulvihill, 67,887; William M. Brinson, 66,761; William James Haley, Jr., 42,943; Matthew J. Boxer, 38,422; Nicholas James Klunis, 34,447; George M. Del Secco, 24,385; Patrick (Bud) O'Brien, 19,402; John J. O'Brien, Jr., 17,617; Michael Perri, 17,250; Thomas C. Sanders, 15,562; Charles T. Augustus, 4,522; Arthur Lewis, 13,997; Frances Mary Ames, 12,919; John F. Fritz, 12,346.

## Propositions

Passed:  
A—Hetch Hetchy Bonds: YES, 84,375; NO, 35,231.

C—Recreation Bonds: YES, 57,219; NO, 60,550.

G—Effective Date of Ordinance: YES, 115,092; NO, 73,293.

H—Canvass of Votes: YES, 112,113; NO, 79,132.

J—Police Department Pensions: YES, 120,643; NO, 83,966.

K—City Employers' Retirement Allowances: YES, 122,804; NO, 0,799.

M—Fire Department Hours: YES, 123,738; NO, 75,627.

Failed:

E—Courthouse Bonds: YES, 37,851; NO, 80,176.

D—Off-Street Parking Bonds: YES, 107,124; NO, 102,119. (Bond propositions require a two-thirds majority to pass.)

E—Confidential Secretaries for City Attorney and Public Defender: YES, 101,291; NO, 101,472.

F—Officers' Absence from duty: YES, 69,004; NO, 133,895.

H—Election Provisions: YES, 9,036; NO, 124,099.

L—Uniform Allowances, Police and Firemen: YES, 93,714; NO, 14,233.

N—Increased Pay and Five-Day Week, Muni Railway: YES, 83,680; NO, 130,470.

## Unopposed

District Attorney Thomas C. Lynch, 180,328. Sheriff Dan Gallagher, 178,369.

Municipal Court Judges: Raymond J. Arata, 152,136; Lenore D.

Underwood, 148,202; C. Harold Caulfield, 144,075; Alvin E. Weinberger, 143,095.

Member of the Board of Education Charles J. Foehn (nominated by the Mayor for confirmation by voters: YES, 124,061; NO, 27,732.



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City and County of San Francisco



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District Attorney  
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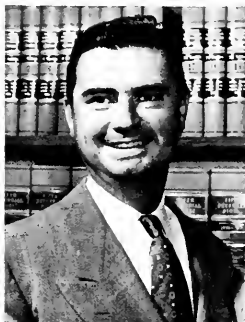
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## Incumbent Supervisors Reelected Nov. 8, 1955

### John L. Ferdon

Supervisor John J. Ferdon, 38, who lives at 2906 Broderick Street, is an attorney and veteran.

He is a 1941 graduate of the Hastings College of Law, and a veteran of the United States Army Counter-Intelligence Corps, hav-



JOHN J. FERDON, Supervisor  
1956 President of the Board  
Nov. 8, 1955 Vote 135,236

ing served in World War II in the India-Burma-China theater.

In his four years of service on the Board of Supervisors, he has served as chairman of four committees—the public utilities, streets, county, state and national affairs, and judiciary—and as a member of the police committee.

His wife is the former Nancy Crowell.

Ferdon is a member of the San Francisco Bar Association, the St. Thomas More Legal Society, the alumni associations of the University of California and the University of San Francisco, the Guardsmen, the Press and Union League Club and the Irish Literary and Historical Society.

### Clarissa McMahon

Supervisor Clarissa Shortall McMahon is only the second woman ever to serve on the Board of Supervisors, and comes from a distinguished San Francisco family.

Educated in San Francisco schools, the University of California and Hastings College of Law, Mrs. McMahon was admitted to the State Bar of California in 1935. She engaged in the private practice of law until her marriage in 1937 to the late John J. McMahon.

She resumed the practice of law in 1942 when her husband entered the armed forces. He was killed in the Italian campaign in 1944. Their 16-year-old son now attends St. Ignatius High School. Mrs. McMahon was appointed



CLARISSA SHORTALL  
McMAHON, Supervisor  
Nov. 8, 1955 Vote 126,947

to the board in November, 1935, by Mayor Elmer E. Robertson.

Her re-election was endorsed by numerous civic and fraternal groups, and by many of San Francisco's leading citizens.

San Francisco's first woman supervisor was the late Margaret Mary Morgan, onetime president of the Business and Professional Women's Clubs of California who was elected to the board in 1921 and served a four-year term.

### Harold S. Dobbs

Supervisor Harold S. Dobbs in 1951 was named one of five outstanding young men in California by the California State Junior Chamber of Commerce.

In 1952, he was awarded the distinction of being named the out-



HAROLD S. DOBBS  
San Francisco Supervisor  
Nov. 8, 1955 Vote 120,153

standing young man in San Francisco by the local junior chamber.

He is 37 years old, married and the father of five children. He is a graduate of Hastings College of (Continued on next page)

## Supervisors Reelected Nov. 8, 1955

(Continued from Page 11)

Law, and has practiced his profession for 13 years.

Dobbs was sponsored for the Board of Supervisors by the Volunteers for Better Government in 1951, and had the backing of that organization in the current campaign.

In addition to his law practice, Dobbs operates a chain of drive-in restaurants and is owner of a second chain extending from San Francisco to Los Angeles.

He has served on various board committee, including the judiciary, public buildings, lands and city planning, education, parks and recreation, public health and welfare and the finance committee.

### Joseph M. Casey

Supervisor Joseph M. Casey, 56, is a native of San Francisco, and son of the late Michael Casey, noted teamster union organizer and leader, who died in 1937.

Like his father, Casey was for

recreation committee, and as a member of the committees on commercial and industrial development, and county, state and national affairs.

His family consists of his wife, Virginia; a daughter, Jo Anne, 21, and a son, Michael, 20.

### James Leo Halley

Supervisor James Leo Halley was born in San Francisco April 24, 1897, and since 1909—when he was only 12 years old—he has been a self-supporting citizen.

He was in business for himself from 1915 until March 1, 1948,



**JAMES LEO HALLEY**  
Supervisor, San Francisco  
Nov. 8, 1955 Vote 110,779

when he disposed of his private holdings after being appointed to the Board of Supervisors by Mayor Elmer E. Robinson.

Halley, long active in Masonic circles, is presently secretary of the Masonic Cemetery Association.

He served as a member of the 1944 county grand jury and as foreman of the 1946 federal grand jury.

He and his wife have a son, James W. Halley, an attorney; a daughter, Mrs. Charles Duval, and five grandchildren.

He presently is chairman of the board's committee on county, state and national affairs and is a member of the judiciary, legislative and civil service committee, and vice chairman of the committee on streets and highways.

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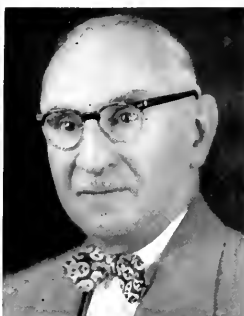
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### Charles A. Ertola

Dr. Charles A. Ertola was appointed to the Board of Supervisors by Mayor Robinson on December 8, 1954, to succeed the late Dewey Mead.

Since he has been on the board he has served on three committees



**DR. CHARLES A. ERTOLA**  
Supervisor, San Francisco  
Nov. 8, 1955 Vote 108,148

rules, streets and highways, and county, state and national affairs—and now is chairman of the board's police committee.

### IN PUBLIC SERVICE

Dr. Ertola is a practicing dentist, and has devoted much of his life to voluntary public service, much of it in the North Beach area.

He has served as director of Agriculture District 1-A (the Cow Palace); is a past commander of San Francisco Council, American Legion; a charter member of Galileo Post of the Legion; chairman of the War Memorial Commission, and a trustee of the San Francisco Memorial Opera House.

### JURY FOREMAN

Supervisor Ertola served as foreman of the 1954 grand jury. He is a member of the Loyal Order of Moose, Lions Club, Columbus Civic Club, North Beach Merchants and Boosters Association, Federation of Italian Societies, Civic League of Improvement Clubs and Associations and the San Francisco Dental Society. He also is a director of the Telegraph Hill Boys Club.

Dr. Ertola is married and father of two children.

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**JOSEPH M. CASEY**  
Supervisor, San Francisco  
Nov. 8, 1955 Vote 112,592

several years engaged in union work, having been an AFL organizer from 1929 to 1937 for the 11 western states.

### REPRESENTS UNION

He was an international representative for the Teamsters Union until 1944, when he resumed his job with the parent labor group.

He attended Mission Dolores Elementary and Sacred Heart High School here, and took college work while teaching in several bay area schools operated by the Christian Brothers.

### NAMED BY ROBINSON

At the time of his appointment to the board by Mayor Elmer E. Robinson last September 1, Casey had left AFL work and opened a labor relations business here.

In his period of service on the board, Casey has served as chairman of the education, parks and

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## Women of Distinction

### MRS. GEORGE CHRISTOPHER

First Lady of San Francisco

By Record Staff Writer

**SHOULD YOU MEET HER ON THE STREET**, without knowing who she is, your first impression might be that here was one more chic and lovely woman, of which, admittedly, there are many in San Francisco. A second look, however, would serve to set her apart, for there are few who have the special radiance of Mrs. George Christopher.

Graciously, friendly, and enchantingly attractive, she has the deep charm of one who is genuinely interested in other people, and it makes itself felt at once. She cannot fail to be a conspicuous success as First Lady of San Francisco, for many reasons.

#### LOVES SAN FRANCISCO

To begin with, she loves the city, especially the Mission District, where she was born and brought up, and went to Mission Grammar School. Later she attended the old, beloved Girls' High School, now no more, and afterwards took a brief business course. But since her marriage she has been far too busy, as help-meet, homemaker, and active participant in community affairs, to give any thought to a separate career.

Interestingly enough, politics are a part of the background of both Tula and George Christopher. His grandfather was mayor of a town in Greece, and her grandfather was mayor of a Greek province. Her father, George Sarantitis, had other ambitions, however; he came to America, and eventually to San Francisco, where he opened a wholesale bakery. Soon afterwards he and his wife Frances welcomed a baby daughter — dark-eyed, brown-haired Tula, the first of their family of five.

#### LEARNED HOME-MAKING

She was a busy little girl, for she early learned to cook and sew, and help care for the younger children. She still does these things, and many, many more. Her family and the Christopher family, living South of Market, were old friends, and when young George Christopher became head accountant in her father's bakery, he and Tula fell in love. They were married in 1935, in a beautiful Greek Orthodox Church ceremony, and it is plain that neither has ever had cause to regret it.

It hasn't always been easy, she admits, but it has always been a happy life, and a tremendously full one. George started his dairy business "from scratch" soon after they were married, and for several

soups and meat, better than fancy dishes.

She is also deeply interested in anything pertaining to decorating, and does beautiful needlework, and exquisite painting on china. Her tastes are not all traditional, however, for she likes much of the modern as well, and believes the two can be used most effectively together. Green is her favorite color, and next she prefers the warm beiges, shading to rustic tones.

She gets up early, for there is always so much, of such surpassing interest, to do, and so much more that she hopes to do—when

course, they will be much too busy with affairs at home, and entertaining visitors to San Francisco.

Fortunately they love to entertain, and do it easily and delightfully, for the true spirit of hospitality reigns in the home on Stonecrest Drive. Their friends, old and new, high and low, are always welcome, and it is characteristic of them that they have never found it necessary to limit the ever-expanding circle.

It is hard to see how diminutive Tula keeps up with all this, and with her many outside interests as well. She just can't say "no," she laughingly confesses, but it is obvious that she does say "no" to many things that a more selfish person would consider essential.

#### LIKES MOVIES, THEATRE

She likes a good film, "but we get to the movies about once every two years!" She enjoys the theatre, too, and occasional reading, especially an exciting mystery or historical novel. But she wastes no time regretting that she cannot fit these things into her busy schedule now.

The four nieces and nephews of the Christophers, ranging in age from six months to five years, are her especial delight, but her loving concern reaches out to all children, particularly little blind youngsters.

Her work with the Lighthouse Auxiliary for the Blind she considers more important than anything else, and through it, is earnestly promoting a recreational center for blind children—there is none as yet in San Francisco.

She puts this far ahead of all her other affiliations, which include the Pacific Musical Society, Women's Maritime Club, Native Daughters of the Golden West, Daughters of Penelope, Women's Chamber of Commerce, and a number of others.

#### COMMUNITY GOOD WORKS

She is a rare person indeed, this Tula Christopher—warm, creative, jovious, completely unassuming.

The better one gets to know her, the more one sees to love and admire in her, for she radiates these winning qualities, along with the intelligence and character to use them well.

She will grace her new position as she does her home, charmingly and simply, for she is truly a woman of distinction, in the best sense of the word.



A WOMAN OF DISTINCTION

busy years Tula worked side by side with him, including Sundays and holidays, for, as she says, "a dairy operates every day of the year." Needless to say, the Christopher Dairy Farms is now a highly successful enterprise.

For a time they lived in a flat below George's mother, who was not alone. Later they moved to the Lakeside district, where they now have a charming seven-room home. Tula takes care of it herself, for she loves everything about a house and garden, cooking, ironing, planting, even weeding. (George likes good, plain foods, hearty

she has more time. She used to play the piano, and wants to take it up again, for she loves music. She speaks Greek, and is eager to master Spanish, which she studied for a short time before her recent trip to Mexico.

That was an enjoyable holiday for the Christophers, who do not get away from home very often. But five and a half years ago they had a wonderful trip to Europe together, visiting Greece, the land of their fathers, and also Italy, France, Germany and England. They hope to go again some day, but for the next four years, of

**Charles D. Pooley**

AND

**Arthur N. Rigas**

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# STATE BOARD OF HARBOR COMMISSIONERS SEE 1956 AS MOST PROSPEROUS YEAR

**MEMBERS OF THE STATE BOARD OF HARBOR COMMISSIONERS** believe that 1956 will be the most prosperous year for the Port of San Francisco since the end of World War II.

In an exclusive statement to the **CITY-COUNTY RECORD**, Port Director Charles Tait and President Cyril Magnin said:

"Present indications lead us to expect that 1956 will be one of the port's busiest years in the postwar era," Tait commented. "With a thirty-million-dollar program of modernization and new construction now being completed, the port is concentrating on developing new services for shippers and steamship lines, and increasing our competitive solicitation of cargo."

Pointing out that the Port of San Francisco was the first U. S. port to open a London office after World War II, Tait added:

"The port recently established representation on the east coast, based in Washington, D. C., and is intensifying its campaign for cargo both in the U. S. and abroad."

During November, 1955, Tait added the Port of San Francisco's tonnage volume hit its highest monthly peak in three years.



CYRIL I. MAGNIN  
Pres. State Harbor Board

gives the Port of San Francisco added reason for optimism," Tait went on.

Harbor Board President Cyril Magnin, commenting on the new program of "shipper services" put into operation at San Francisco this year, said flatly:

"We're out to maintain San Francisco's stature as the prestige port of the Pacific. The shipper is interested in service. Every facility we're building, every new pier procedure we inaugurate is done with that fact in mind. San Francisco is now credited as being the fastest cargo-working port among

the major harbors on the Pacific Coast. With the cooperation of management and labor on the waterfront, the port intends to keep on improving its operating efficiency even more in the coming year."

Commenting further on San Francisco's waterfront labor outlook, Magnin declared:

"The Port of San Francisco is now in its sixth year of longshore contract peace uninterrupted by strike. Our relative man hour loss from work stoppages stacks up more than favorably with the experience of other port areas.

These are facts that deserve to be pounded home to everyone who ships through San Francisco."

Rounding out their optimistic view of the coming year, Harbor Board officials noted that the opening in March of the new World Trade Center is expected to focus new attention in the shipping world on the San Francisco Bay Area's trade and maritime advantages. The Center, located in the Ferry Building, will operate as an office and display center, devoted exclusively to serving shippers, traders, and import-export commerce.

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CHARLES TAIT, Director,  
Port of San Francisco

"We're confident this trend will continue in 1956," he said.

Export and import shipping are expected to carry their 1955 advances on into the coming year. Coastwise traffic through San Francisco has gained this year, and promises to increase even more as roll on, roll off vessels now being planned are put into service. At least two companies are planning to include San Francisco in this kind of new trailer-ship service Tait observed.

"Several steamship companies expect to have new freighters and passenger vessels in service from San Francisco on both Pacific and European trade routes. This confidence of our berth lines in a healthy period of trade ahead

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# The First Public Schools in California

By A. J. CLOUD, Record Contributing Editor

## A Turning Point in San Francisco History

(As told in the preceding articles of this series, the pioneer citizens of San Francisco proceeded rapidly to provide a system of local public schools. Under provisions of the historic Free School Ordinance, a Board of Education was organized in 1851 and a Superintendent of Schools appointed. The career of Colonel Thomas J. Nevins, this first superintendent, was briefly sketched. The current article deals with the sequel to an important recommendation offered by Superintendent Nevins to the Board in 1852.)

"The history of education is essentially the history of civilization."

ELWOOD P. CUBBERLEY

A QUICK SURVEY of conditions in the city during the period from 1852 to 1856 will establish the background for the a count that follows. That period marked a transition from old to new in the outlook upon life of the people of San Francisco. In the latter year, the population was estimated at 50,000. Montgomery Street from Sutter to Jackson, with intersecting streets to Kearny, formed the heart of the business district, lined by banks, hotels, theatres, fabulous apparel and jewelry shops and offices of professional men. Stately mansions of the wealthy, surrounded by trees and gardens, faced Stockton Street from California to Clay, while extensive areas of North Beach and the lower slopes of Telegraph Hill housed large elements of the cosmopolitan populace.

## MAGNIFICENT HARBOR ATTRACTED SHIPPING

From the beginning of the American occupation, by reason of its commanding location on the shores of its magnificent landlocked harbor San Francisco had attracted the commerce of the



DR. A. J. CLOUD

world. Thereby, it had gained supremacy as the chief distributing



NORTH BEACH IN THE EARLY DAYS

San Francisco Public Library photo shows historic North Beach in the '60s.

center for supplies destined for the "diggings" of the Sierra. By 1855, however, the flow of gold from the Mother Lode had reached its peak, and from that time onward, while the output from the mines continued large, its volume steadily delivered.

In that year 1855, the city witnessed the crash of the mighty banking houses in its midst, accompanied by heavy financial losses to many lesser business enterprises. Incidentally, a prominent banker of that date in San Francisco was William Tecumseh Sherman, better known later as an Union army general. His bank survived the "run" upon it, and remained solvent.

In the following year, 1856, the Sacramento Valley Railroad completed its twenty-one miles of line from Sacramento to Folsom, to open the era of the "iron horse." In that year, too, occurred in San Francisco the governmental upheaval which culminated in the events associated with the name of the Second Vigilance Committee.

## PUBLIC INTEREST IN THE CREATION OF A HIGH SCHOOL

With this background in mind, we now recall that Superintendent Nevins as early as 1852 had proposed the creation of a public high (Continued on next page)

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San Francisco Public Library photo shows view looking down Sacramento Street from corner of Montgomery Street in 1867.

## FIRST PUBLIC SCHOOLS IN CALIFORNIA

(Continued from Page 17)

school; and that the then Board of Education, pleading that it was financially embarrassed withheld positive action upon his far-sighted recommendation. In the years of commercial crisis and upheaval that followed, it is indeed astonishing to find on the part of our pioneer citizens a genuine display of active interest in the creation of a public high school. The records, however, give indisputable evidence that a strenuous campaign was being waged during those intermediate years to establish a high school.

The need for provision of advanced educational opportunities for the increasing numbers of the city's youth had grown acute by 1856. Hence it came about, notwithstanding the tense atmosphere of the times, that widespread discussion developed, pro and con, over the issues involved in expansion of the educational program. A considerable and influential segment of the electorate contended that public funds should not and could not legally, be used for purposes of public education beyond the "readin', writin', 'rithmetic" (3R) level. On the other hand, the advocates of a high school contended that the emergency demanded action without delay.

The high school proponents by 1854 made headway to the extent of gaining from the Board of Education an announcement of intention to organize a high school in the ensuing year. They were doomed to disappointment, for the year (1855) passed without other results than the notice of intention.

### POSITIVE ACTION BY THE BOARD

Toward the middle of 1856, the high school advocates won a major victory—though the end was not yet. The Board adopted a resolution providing for installation of classes in a school which should enroll both boys and girls who were to be selected from the highest grade of the regulation grammar schools. These classes, resolved the Board, should be started in August, 1856. Qualified students should be offered instruction in subjects of an advanced type then commonly recognized among high school courses of study. Finally, in an attempt to placate the opponents of this solution of the problem, the Board bestowed upon the prospective secondary school the somewhat deceptive name of Union Grammar School.

### OPPOSITION QUELLED

As was said above, the end was not yet. The opposition was not deceived nor was it appeased, but on the contrary, it resorted to measures of its own. The legality of the Board's resolution was brought to the attention of the Grand Jury. This body gave heed to the complaint, and, as one writer puts it, "recommended that either the school be discontinued or parents be required to pay \$5.00 per quarter for the education of their children." (The cost had been estimated at \$10.00 per quarter.)

The Board stood its ground, upheld in its attitude by a powerful ally, the Evening Bulletin, which stoutly endorsed its action and aroused public opinion in its favor. By degrees the opposition faded and ultimately ceased. Secondary education became a fixed element of the public school system of the city.

### THE UNION GRAMMAR SCHOOL

Meanwhile, the new school had been opened on August 16, 1856, in rooms of Dr. Boring's church on Powell Street between Clay and Sacramento. The initial classes numbered 80 students — 35 boys and 45 girls. Principal Ellis H. Holmes and two other teachers constituted the faculty. The curriculum embraced courses under the following headings: Mathematics, Moral and Intellectual Philosophy, Natural Sciences, and Common English Branches.

This was the first public high school to be established in California, and indeed, at any other point in the United States west of St. Louis, Missouri. Its centennial will be celebrated this year by its lineal descendant, the Lowell High School of today.

(To be continued)

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## Our Problems and Progress In Street Lighting

By B. A. DEVINE

**THE VETERAN POLICEMAN** rubbed his chin and looked up fondly at the old street light. "I can remember back 30 years when those lights were put in," he said. "They may not put out much light, but they still look mighty purty."

This scene, from a recent motion picture entitled "Out of Darkness," typifies the status of 61 per cent of San Francisco's current street lighting — ornamental but obsolete.

The reason for this relatively slow lighting progress is apathy, both private and public.

The average citizen is apathetic because he does not fully appreciate the protection against crime, depreciated property values, traffic accidents, personal injury and property damage that good lighting provides. He imagines that costs are high, not realizing that at the present time they are only \$1.25 per persons last year. I dare say he imagines the street light out in front of his house costs him that much each month. If he realized the importance of street lighting, he would be up in arms over the fact that while other departments of the city have been getting a larger slice of the tax pie, street lighting has been getting a smaller one, 1.31 per cent for the



B. A. DEVINE, Manager  
Bureau Light, Heat and Power  
S. F. Public Utilities

year 1953-54, as compared to 3.10 per cent for 1932-33. The 1.31 per

### WHAT ADEQUATE LIGHTING MEANS!

**Top—STOCKTON STREET TUNNEL.** Inadequate lighting marked the Tunnel (photo, top, left) until two years ago. This view of old lighting shows little protection offered pedestrians using the stairs to Bush Street. New fluorescent lighting (top, right) eliminated the dark spots between lamps and floods the pedestrian stairway to Bush Street with light. Also note uniform lighting of Tunnel by new fluorescent continuous luminaries. **PARK-PRESIDIO TUNNEL (above)** Lighting in the Park-Presidio tunnel leading to the Golden Gate Bridge was greatly improved this past summer with the installation of rows of continuous fluorescent luminaries. Above (Left Photo) shows tunnel lighting before installation of new luminaries. Note vast difference with new fluorescent luminaries installed, shown by photo above right.

cent in 1953-54 provided \$979,630 — an increase of 28 per cent in dollars. And with that 28 per cent we are operating 71 per cent more lights, 27,631 as compared with 17,369 21 years ago, a truly remarkable accomplishment.

San Francisco has 915.75 linear miles of improved streets, which include 65 miles dedicated to one-way traffic. Our average number of lamps per mile is 30. However, this figure is very misleading due to the requirements for higher intensities on commercial and heavy traffic streets.

Of the 27,631 lighting units installed in 1953-54, 18,500 belong to PG&E, 7,700 to the City, and the balance of 1,400 are jointly owned. About 11,000 units are of modern design, leaving 16,600 obsolete units in service.

In 1945 the Bureau of Light, Heat and Power prepared a comprehensive 6-year program for the modernization of the street lighting system. It consisted of 81 projects and was estimated to cost \$2,500,000. To date only 28 per cent of the projects have been completed. They represent about 25 per cent of the total estimated cost of the complete program. The reason for little accomplishment was lack of funds. The Bureau constantly requested additional funds for this needed construction, but the public, not realizing the need said nothing, and our efforts met with small success.

An example of numerous San Francisco streets where lighting conditions are particularly poor is Geary Boulevard from Arguello to

(Continued on Next Page)



**NIGHT VIEW:** Looking North-East across the Fell-Stanyan intersection. Four Fluorescent Luminaries are shown.

25th Avenue. This stretch 25 blocks long has a record of 95 night time accidents, including five fatalities in one year. Citywide there were 49 night time traffic fatalities out of a total of 77. Adequate lighting would do much to lower this disproportionate figure.

An example of what improved street lighting can do may be seen at the intersection of Fell and Stanyan Streets. For the first nine months of 1953 there were six personal injury accidents and 14 property damage accidents. Then along with channelization and signals, fluorescent luminaries, the latest type of street lighting so far available, were installed. Each of these G-E units has an out-put of 21,000 lumens. Despite this large amount of light it is practically glareless because of the large physical size

of the light source—four six-foot long fluorescent tubes in each fixture. Lighting experts consider units of this type to be ideal for areas which require high visibility

The movie, "Out of Darkness," described in the article on these pages is available for free loan from:

General Electric Company  
Film Library, Room 841  
235 Montgomery St.  
San Francisco

It is a 16 mm sound film and runs 20 minutes.

over a wide area with minimum glare.

These improvements did a marvelous job at Fell and Stanyan. During the same 9-month period of



**DAY VIEW:** Mr. S. Ivan Sandberg and Mr. Al Tanner of S. F. Dept. of Public Works check final details of Fell-Stanyan intersection improvements. Note modern fluorescent luminaries shown in photo.

1954 there were only two property damage accidents and two personal injury accidents at the intersection—an 80 per cent reduction.

Crime in San Francisco is also correlated with darkness. Here are figures which show what percentage of seven types of crimes were committed during the hours of darkness in San Francisco:

<b>Murder and non-negligent manslaughter</b>	66%
<b>Rape</b>	75%
<b>Robbery</b>	78%
<b>Aggravated assault</b>	75%
<b>Burglary—breaking in and/or entering</b>	74%
<b>Larceny — theft</b>	63%
<b>Auto theft</b>	77%

These figures are in line with the national average. Police (Continued on next page)



**INADEQUATE LIGHTING**

View of Geary Boulevard looking west showing section with out-dated lighting. Darkness breeds danger and crime.



**MODERN FLUORESCENT LUMINARIES**

Geary Boulevard looking east from Kaiser Hospital showing modern efficient fluorescent luminaries. Note even, brilliant lighting.



### GOOD LIGHTING ON GEARY

Photos show section of Geary Boulevard with modern fluorescent luminaires already installed.

From Arguello to 25th Avenue, 156 modern lighting units are required. Cost \$65,000 but operating cost would be reduced from \$9,000 per year to \$6,500. New units would afford 250 per cent more light evenly distributed on pavement.

cause of the natural tendency to higher speeds leaving the freeway.

Parks, as well, are deserving of notice. Many people are afraid to cross Golden Gate Park at night on foot, and there are only 90 lighting units for the 13.5 miles of vehicle roads, not including the park Crossover and Kezar Drives.

Residential lighting in San Francisco is comparatively good, but our citizens are far from completely cognizant of the need for higher levels of illumination in their business, commercial and arterial areas.

The problem of communicating the need for adequate lighting to John Q. Public is difficult because the benefits of good street lighting are not as obvious as those of new schools, hospitals, highways and parks. The layman can visualize the new school in terms of children and bright new rooms for them. But to appreciate good street lighting it is necessary for him to absorb a lot of unpleasant statistics. However, repeated ex-

posure to the facts will convince him.

That more and better street lighting is needed in San Francisco is beyond doubt. The average taxpayer must be more than just aware that his area needs more light. He must be aroused to the point where he will demand action and enthusiastically support a re-lighting program.

Therefore, publicity—and lots of it—is needed to arouse our citizens to action. Newspapers, radio, TV and other mass media would do a great public service by devoting space and time to San Francisco's street lighting problem and to National Safety Council and other authoritative statistics showing the relationship of light and visibility to traffic safety. And they should not overlook other aspects of good street lighting such as reduction in crime, juvenile delinquency and improvement in property values. These are matters of great public concern. Wide circulation of the film "Out of Darkness" among civic, church and service groups would do much toward enlightening the public.

To successfully conduct the educational program that is needed will require the active participation of Improvement Clubs, Merchants' Associations, the police department, safety groups and other public spirited organizations and individuals who have a devoted interest in making San Francisco an even better place to live. I bespeak that cooperation so that our city may enjoy a new era of safer, happier, and more profitable night time living.

throughout the country estimate that proper lighting would cut night time crime by 50%.

As indicated earlier, traffic accident figures are also significant in telling the story of street lighting. Although only one-third of usable cars are on the street at night, 60% of all traffic fatalities occur during the hours of darkness.

### PRINCIPAL FACTOR

Whatever else may be read into these figures, there is no doubt that a principal factor is poor visibility. In fact, the National Safety Council reported that last year there were 10,000 traffic fatalities attributed to poor vision due to inadequate light.

To alleviate this problem in San Francisco, adequate funds must be appropriated for the job. But how can this be accomplished with taxpayers holding the belief that street lighting is not worth the cost? The answer is to bring about the realization that we pay for good street lighting whether we have it or not. If we don't have it we pay for it through the economic losses that result from the greater number of accidents. The National Safety Council reported that for every traffic fatality there were 35 persons injured, 150 cars damaged, and \$95,000 of economic loss. In San Francisco that figure for 1954 would be \$4,655,000 for the 49 night time fatalities alone.

Reduction in traffic accidents lowers auto insurance rates, something San Francisco could use because it has the highest rates in California. Vandalism and delinquency will be reduced, cutting the cost of protection, and a better lighted commercial area will increase after-dark shopping and help keep business in the city.

These claims are not based on guess work, but on actual cases. For example, Hartford, Conn., realized a \$90,000 annual saving

from a \$4.00 per car premium reduction on 22,500 cars after a \$20,000 relighting job.

Another example: In an area of Des Moines, Iowa, the addition of more street lighting contributed to a 90 per cent reduction in crime. The same is reported for a street in Chattanooga, Tenn.

On the previously cited area on Geary between Arguello and 25th Avenue, the project of relighting would include 156 lighting units mounted on railway poles at an initial cost of \$65,000. But the city's annual operating cost would be reduced from \$9,000 to \$6,400 because there would be fewer units than at present, and they would be more economical to operate. AND the new units would put 250 per cent more light on the pavement than the old ones. The savings in property damage alone caused annually on this street would more than finance the capital outlay involved. This is true for nearly every other poorly lighted area.

### FREEWAYS PROBLEM

Freeways, too, are a problem, or at least the roads leading off and on them. On the recently opened section, the approach on Tenth Street inadequately lighted, whereas the exit on Ninth is poor and more susceptible to trouble be-

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## LITTLEFIELD NAMED 1956 CHAMBER PRESIDENT; OTHER NEW OFFICERS AND DIRECTORS ELECTED

**EDMUND W. LITTLEFIELD**, General Vice President of the Utah Construction Company and a director of business enterprises in the retail, leasing, paper and mining fields, was elected 1956 President of the San Francisco Chamber of Commerce by the recently-named Board of Directors which convened Tuesday, December 6, at the Fairmont Hotel. Mr. Littlefield, who served as a Director of the Chamber for the past two years, took office on January 1. He succeeded Thos. J. Mellon, Vice President, Wesix Electric Heater Co.

### Other Officers

Elected also at the annual breakfast meeting were:

First Vice President: Laurence H. O'Dell, vice president, W. R. Grace & Co.

Second Vice President: E. D. Maloney, vice president and general manager, Northern California and Nevada Area, Pacific Telephone and Telegraph Co.

Third Vice President: Alan K. Browne, vice president, Bank of America, N.T. & S.A.

Fourth Vice President and General Manager (re-elected): G. L. Fox.

Treasurer: George J. Greenwood, vice president, Bank of California, N.A.

Assistant Treasurer: Arthur V. Toupin, legal department, Bank of America N.T. & S.A.

Secretary (re-elected): Marie A. Hogan.

### 1956 Board of Directors

Supporting the new officers in the Chamber's 1956 Action Program will be the following busi-

## New President Has Diverse Business, Civic Interests

Edmund W. Littlefield, President-elect of the San Francisco Chamber of Commerce, is a business executive of notably diverse interests and activities.

In addition to his general vice presidency of the Utah Construction Company, Mr. Littlefield is vice president and director of the



**EDMUND W. LITTLEFIELD**  
Vice Pres. Utah Const. Co.  
Pres. S. F. Chamber of Commerce

Marcona Mining Company and of Cia San Juan, S. A.; and is president of Associated Ocean Freight Services, Inc.

He is also director of the Sterling Furniture Company and the Boothe Leasing Corp., both of San Francisco; and director of the Guardian Paper Company, Oakland, and the Pima Mining Company, Los Angeles.

Born in Ogden, Utah, in 1914, the President-elect attended elementary school in San Rafael and graduated with Phi Beta Kappa honors from Stanford University.

Before joining the Utah Construction Company in 1951 he served successively with Standard Oil Company of California, the Petroleum Administration for War, Washington, D. C., and the Golden State Company.

Mr. Littlefield is a director of the local American Red Cross chapter and is vice president and governor of Stanford University Hospital. He is a member of the Stock Exchange Club and the Financial Officers of San Francisco.



**G. L. FOX**  
Vice Pres. & Gen. Manager  
S. F. Chamber of Commerce

## WHIT HENRY

(Continued from Page 5)

due to injury or disease which originated in military service.

And so, before she left the Memorial Building that day, Mary filled out an application form which was mailed to the State Department of Veterans Affairs in Sacramento. Shortly thereafter, she was approved for educational assistance as a veteran's. She is receiving \$20 a month while in high school and will get \$40 a month if she goes on to college or takes trade training. This money will supplement the compensation check which Mary's mother is already getting from the Veterans Administration.

P. S. The veteran who lost his pocket-book got it back.

**IN LESS THAN 500 YEARS** seven flags have flown over Sonoma County, our neighbor on the north. Before Commodore Sloat claimed California for the United States on July 7, 1846 and caused the 24 star American Flag to be raised over Sonoma County, six other flags had proclaimed sovereignty over its fertile domains. Less than a month before, the Bear Flag of the Republic of California waved in the Sonoma County breezes. It was raised when California staged a bloodless but successful revolution against the Mexican Republic, whose tri-color had claimed the State since 1823.

For a year prior to 1823, the flag of Iturbide's short-lived Mexican Empire had flown over the region. This flag had superseded the Spanish Flag which had been flying above Sonoma County for the second time in 300 years.

In 1811, emissaries of the Imperial Russian Czar discovered So-



**MARIE A. HOGAN**  
Secretary  
S. F. Chamber of Commerce

nomia County's coast lands and raised the Czarist flag of Russia, which was to fly for many years over that county's ocean shore. It was without regard for the claims of England, established by Francis Drake in 1579, that the Russian Flag was raised. However, the flag of Queen Bess had flown for the intervening 232 years.

Perhaps the replacement of the English Flag was justified, as Drake had hoisted it despite the claims of Spain. The banner of Aragon and Castile had been raised by Juan Rodriguez Cabrillo in 1542 to proclaim the region a Spanish domain.

All seven flags have colored the history and character of Sonoma County and each has contributed to the fascination of the county as it is today.

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ness and elected November 20, 1955. Board of Directors:

New members: Group of newcomers to the Board in recent months:

James H. Bann, Robert M. Brown, Cutcheon, Thomas, M. (Continued on Page 23)



## UTILITIES DEPARTMENT COMPLETES MAMMOTH MORTAR LINING PROJECT OF SAN JOAQUIN PIPE LINE No. 1

By HARRY E. LLOYD

Chief Engineer and General Manager  
Hetch Hetchy System

**C**OMPLETION of the "in place" cement mortar lining of 46½ miles of the San Joaquin Pipe Line No. 1, a \$1,167,000 project, was announced recently by Public Utilities Manager James H. Turner.

Paid for entirely from earnings of the Hetch Hetchy water system, the job is believed to have been the largest of its kind ever undertaken, both as to footage and cost.

Starting in the summer of 1952, workmen employed by the contractor, Pipe Linings, Inc., of South Gate, California, cleaned and coated more than 3,800,000 square feet of pipe wall with cement mortar three-eighths inch thick.

And while the result was the decrease of the pipe's cross section by about 2½ per cent, nevertheless it is estimated that the job will increase the pipe's water capacity by about 14,000,000 gallons daily.

### STEEL PIPE

The steel pipe line, which varies from 56 inches to 72 inches in diameter, extends across the San Joaquin Valley from the foothills of the Sierra Nevada to the eastern slope of the Coast Range.

The 5/16 to ½ inch pipe had been coated with asphalt before being laid in 1931 and 1932, so it was necessary for workmen first to clean off the asphalt and corrosion tubercles.

Depth of pits beneath many of the corrosion tubercles indicated that remedial steps had to be taken. The tubercles, as well as the rivet heads and joint welds, slowed the flow of the water through the pipe causing a 15 per cent reduction in capacity over a 20-year period.

The cement mortar lining with its smooth interior and with rivet heads and joint welds covered



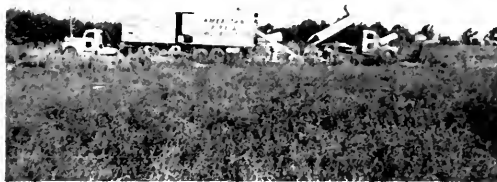
HARRY E. LLOYD  
Chief Engineer and Gen. Manager  
Hetch Hetchy System

over, should increase the daily capacity to 75,000,000 gallons, or at least a million gallons greater than when the pipe line was new.

The work of relining of the pipe line involved the removal of all loose asphalt coating before the cement mortar coating was applied. The cleaning of the line was accomplished by forcing a cleaning tool through the pipe line admitting water into the pipe line behind the tool. The tool was a framework on which was fastened a great number of spring steel flat bars arranged to scrape the inside surface of the pipe.

### COMPLETE "IN PLACE" CEMENT MORTAR LINING

Cement mortar lining of 46½ miles of San Joaquin Pipe Line No. 1 was completed last month. Above, left: Exposed section of pipe line leaving foot hills. Inspection of line disclosed pitting and corrosion of rivet heads and surface of steel pipe. Above, right shows sample of corroded and pitted pipe surface and rivets.



### MORTAR MIXING UNIT IN OPERATION

Largest unit used by contractor was a van containing a generator used to generate electricity to operate equipment used in pipe line and a mixer to mix the sand, cement and water comprising the mortar. Photo shows equipment in operation near pipe line.

A rectangular hole was cut in the pipe line to permit the introduction of the tool and thereafter the section removed was welded back in place in order that the tool could be moved by hydraulic pressure. A similar hole was cut at the end of the cleaning run to permit the removal of the tool.

During cleaning operations, operators carrying a portable radio transmitter and receiver paced the cleaning tool so that if it jammed, the propelling water could be promptly shut off and the position of the tool could be determined. Pacing was possible because the noise of the tool passing through the pipe was clearly audible even

though the top of the pipe is two or three feet below the ground surface.

After the pipe was cleaned, lining operations began. The largest unit used was a van containing a generator used to generate electricity to operate the equipment used in the pipe line, and a mixer to mix the cement, sand and water comprising the mortar. A batching skip on inclined rails raised the sand and cement to the mixer. The mixed material was discharged through a hole in the pipe into an electrically propelled "mud buggy."

Those holes were cut to reduce the distance mortar had to be transported. (Continued on Next Page)



## RELINING SAN JOAQUIN PIPE LINE

(Continued from Page 24)

ported in the pipe line and were generally spaced about 300 feet.

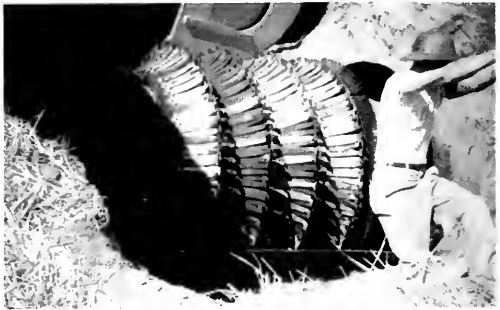
The buggy delivered the mortar through the pipe to the lining machine where it was forced into a rapidly revolving head which propelled it against the pipe wall with great force. Trowels on spring loaded arms revolved about the pipe interior to smooth the mortar surface.

As soon as the mortar had set so that it could be walked on without damage to the surface, another electrically propelled "water

The westerly 10.8 miles of the pipe line were relined in 1952, and moving eastward, 13.6 miles were relined in 1953, 14.3 miles in 1954 and 7.7 miles in 1955.

The approximately one mile of pipe at the crossing beneath the San Joaquin River originally was lined with cement mortar 1½ inches thick and was found to be in excellent condition still, so no work was done at this point.

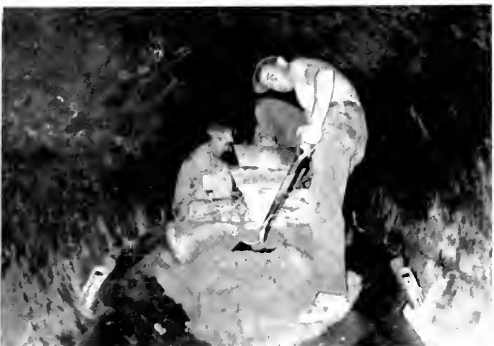
During the relining work, Hetch Hetchy water was delivered to San Francisco through the other paral-



Above, left: Massive pipe cleaning tool and method of truck transport. Above, right: Pipe cleaning tool consisting of framework with a great number of spring steel flat bars mounted to its exterior. This tool is pushed through pipe by hydraulic action of water admitted into pipe back of tool.

lel pipe line. This line, which has an 88,000,000 gallon daily capacity, was completed in 1952. Along half its length it is made of reinforced concrete. The other half is of steel with a concrete mortar lining.

Relining of Pipe Line No. 1 in effect provides San Francisco with a new pipe line at one-fifth of full cost of a new line. Besides, it extends the life of the pipe line by 50 to 10 years.



### RELINING PIPE LINE

Interior of pipe line thoroughly cleaned, a 3" coating of sand, cement and water mortar was applied by an electrically propelled "mud buggy." Photo shows workmen feeding mortar into machine which applied it to walls.

huggy" traversed the pipe line spraying water on the mortar in a fine spray to maintain a moist condition necessary for the proper hardening of the mortar.

The San Joaquin Pipe Line in the eastern part of seven miles traverses a rough terrain and where the slope of the pipe was too great for the lining machine to travel under its own power, it was lowered by means of a rope and winch.

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**Chamber of Commerce**

(Continued on Page 22)

fiths and Green; Ransom M. Cook, senior vice president, American Trust Company; W. W. Davison, vice president, Standard Oil Company of California; O. R. Doerr, vice president in charge of sales, Pacific Gas and Electric Company; Selwyn Eddy, general sales manager, West Coast, Shell Oil Company; Jack H. How, president Western Machinery Company; W. F. Kaplan, secretary-treasurer, The Emporium-Capwell Co.; Roger D. Lapham, Jr., vice president, Henley & Scott, Inc.; Dan E. London, managing director, St. Francis Hotel; Rene A. May, president, Getz Bros. & Company; Walter J. Maytham, vice president, Westinghouse Electric Corp.; Harry C. Munson, vice president-general manager, Western Pacific Railroad Company; S. R. Newman, western sales manager, United Air Lines; and Emmett G. Solomon, vice president, Provident Securities Company.

**RE-ELECTED**

Re-elected: Joseph M. Bransten, president, M.J.B. Company; Roy P. Cole, partner, Cole & DeGraf; James B. Du Prau, vice president and assistant to the president, Columbia-Geneva Steel Division, U.S. Steel Corp.; James E. Holbrook, vice president, Pabco Products, Inc.; Graham Kisslingbury, Graham Kisslingbury Public Relations; Daniel J. McGanney, vice president, Southern Pacific Company; J. G. Motheral, vice president, Batten, Barton, Durstine & Osborn, Inc.; Louis W. Niggeman, vice president, Fireman's Fund In-



ROY P. COLE  
Re-elected Director  
S. F. Chamber of Commerce

surance Company; Ray B. Wiser, president, Walkeng Mining Company; and John I. Witter, partner, Dean Witter & Company.

S. F. Has "Go-Ahead Look" "I am extremely proud and gratified to be elected president," said Mr. Littlefield, "and look forward with pleasure to working with the new Committeemen and Board of Directors, comprising many of the city's most outstanding civic and business leaders.

"Together, I know we can do a job for San Francisco during 1956 which will continue and extend the progressive actions and attainments of the past year."

Mr. Littlefield said San Francisco is exhibiting a "go-ahead look" and that the Chamber next year will provide "the greatest possible leadership" for this spirit. "San Franciscans," he declared,

"will not be content to stand still or to rest on their laurels. I feel that in San Francisco today there is a great urge toward action, a rebirth of the spirit which built this great city—a strong desire to enhance our competitive role among big cities of the West and the nation."

**PORT OF S.F. ISSUES WORLD TRADE MAGAZINE**

The Port of San Francisco has announced a new quarterly magazine, published in the interests of world trade.

The first issue, illustrated with photos and sketches of the famous San Francisco waterfront, contains a major feature on the new "shipper service" program recently inaugurated by the State Board of Harbor Commissioners to attract more cargo to the port.

Other stories deal with foreign trade zone services, California's export cotton trade, news from the Board's Washington and London offices, and other features.

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## Eight Bay Area Residents Elected to Amer. Industrial Council Membership

Eight Bay Area residents were elected to membership in the American Industrial Development Council at its recent directors meeting in Chicago, according to an announcement by Frank E.



FRANK E. MARSH  
Exec. Vice-Pres. and Gen. Manager  
San Francisco Bay Area Council

Marsh, Vice President of the AIDC and general manager of the Bay Area Council.

New Bay Area members include Mrs. Iona Booth, manager, Contra Costa County Development Association; Donald V. Doub, industrial power engineer, Pacific Gas &



RAYMOND REEVES  
Vice-President  
San Francisco Bay Area Council

Electric Co.; James Gofourth, director, industrial department, California State Chamber of Commerce; Frank King, manager, San Leandro Chamber of Commerce; Richard M. Oddie, secretary, business development committee, Bank of America; Herbert Ormsby, director research department, California Chamber of Commerce; Raymond Reeves, Vice President, San Francisco Bay Area Council; and F. B. Stratton, director of industrial development, Western Pacific Railroad Co.

The American Industrial Development Council will hold its 31st annual meeting in San Francisco next April, Marsh announced. It is expected that some 400 members, representing banking, transportation and utility industrial departments as well as community development agencies throughout the country, will be in attendance.

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(Continued on Page 31)

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## 44,565 Natural Increase In Bay Area for 1954 5,969 for San Francisco

There were 71,697 babies born to residents of the Bay Area during 1954 according to the San Francisco Bay Area Council. The gain in the Bay Area's population during the year through natural increase, the excess of births over deaths, which numbered 27,132, was 44,565 approximately a city of the size of Redwood City.

Solano county had the highest birth rate in the nine county Bay Area during 1954 with 29.1 babies born for every 1,000 residents. Alameda county led in the actual number of births with 19,778 followed by San Francisco, 15,232, and Santa Clara, 10,083. Contra Costa county had the lowest death rate in the Bay Area, 5.9.

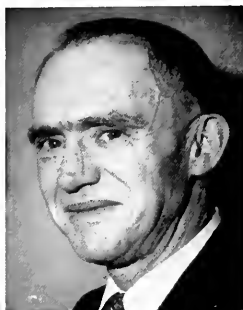
The birth rate in San Francisco county during 1954 was 19.4 according to the Bay Area Council. There were 15,232 births and 9,263 deaths in the county during the year. The natural increase was 5,969.

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12. Housed at Eng. Co. 39
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**School Directory**

(Continued from Page 27)

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Pres.—Louis G. Conlan JU 7-7272

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Abraham Lincoln High

9th through 12th Grade Incl.  
Twenty-fourth Avenue near Riv-  
era Street, Z. 16.

Prin.—Joseph B. Hill.....LO 6-1618

Balboa High

Low 10th through 12th Grade Incl.  
Onondaga and Cayuga Avenues,  
Z. 12.

Prin.—Ralph Lehman JU 7-1537

Main Office .....DE 3-2777

Galileo High

10th through 12th Grade Incl.  
Francisco Street and Van Ness  
Avenue, Z. 9.

Prin.—James Morena.....OR 3-1701

George Washington High

10th through 12th Grade Incl.  
Thirty-second Avenue at Anza  
Street, Z. 21.

Prin.—O. I. Schmaelzle SK 1-2664

Lowell High

9th through 12th Grade Incl.  
Block bounded by Hayes, Grove  
and Ashbury Streets and Masonic  
Avenue, Z. 17.

Prin.—J. A. Perino.....FI 6-3457

Mission High

10th through 12th Grade Incl.  
Eighteenth Street between Dol-  
ores and Church Streets, Z. 14.

Prin.—E. Kemp Frederick.....

UN 1-1621

**Polytechnic High**9th through 12th Grade Incl.  
Frederick Street, south side, be-  
tween Arguello Blvd. and Willard  
Street, Z. 17.

Prin.—Melvin Peterson MO 4-5299

S. F. Continuation High School

Location: 1950 Mission Street,

Z. 3.

Prin.—F. P. Conklin.....HE 1-7731

John O'Connell Vocation High

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Z. 10.

Prin.—Dale E. Walforn MI 8-1326

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Thirty-ninth Avenue and Ortega

Street, Z. 16.

Prin.—Charles A. Gerstbacher

MO 4-4575

**Aptos Junior High**Corner Upland Drive and Aptos  
Avenue, Z. 27.

Prin.—Watt A. Long.....DE 4-0470

Benjamin Franklin Junior High

Scott Street, east side, between

O'Farrell and Geary Streets, Z. 15.

Prin.—J. S. Reinhertz.....JO 7-7913

Everett Junior High School

Sixteenth and Church Streets

(Continued on Page 33)

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HILL PARKING RULES**

The San Francisco Board of Supervisors is studying new and stiffer hill-parking regulations.

The new regulations were prepared by the City Attorney at the request of Municipal Judge Clayton Horn, who had grown alarmed, as a traffic court judge, at the increasing number of accidents caused by runaway cars.

The proposed new ordinance would automatically make the owner of an unattended runaway car guilty of illegal parking.

The proposal would make it illegal for a motorist to park his car on a grade of more than three per cent without crimping the wheels to the curb or otherwise blocking them.

Fines of \$5 to \$50 would be imposed, and an accident involving damage to a person or to property as a result of such illegal parking would be grounds for a \$25 to \$250 fine.

**MEYER NAMED HEAD OF  
COW PALACE BOARD**

Wilson Meyer, prominent San Francisco business man and civic leader, has been named president of the board of directors of No. 1A District Agricultural Association, the State agency which operates the Cow Palace and sponsors the Grand National Livestock Exposition, Horse Show and Rodeo.

He succeeds Porter Sesnon, who is relinquishing the spot after five and one-half years. He will continue as a director.

Meyer is the head of Wilson &amp; Geo. Meyer &amp; Co., 105-year-old Pacific Coast importers and distributors of agricultural and industrial chemicals. The company has its headquarters in San Francisco and offices in Fresno, Los Angeles, Seattle, Portland, Phoenix, Salt Lake City and Denver. He has been a member of the Cow Palace board of directors since 1949.

Nye Wilson was named to a sixth year as Cow Palace secretary-manager.

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**School Directory**

(Continued from Page 31)

(450 Church Street). Z. 14.  
Prin. L. Hawkinson.....UN 1-3834

**Francisco Junior High**

2190 Powell Street, Z. 11.  
Prin.—L. M. Childers.....EX 2-7999

**Under Construction****Herbert Hoover Junior High**

Santiago Street at Twelfth Av-  
enue, Z. 27.

**Horace Mann Junior High**

Valencia and 23rd Streets, south-  
east corner, Z. 10.

Prin.—Will M. Fawcett..MI 7-3133

**James Denman Junior High School**

Between Otsego and Delano,  
Oneida and Seneca Avenues, Z. 12.  
Prin.—Geo. A. Brown..DE 3-1619

**James Lick Junior High**

Noe Street at 25th Street, Z. 14.  
Prin.—W. M. Taylor.....MI 7-2571

**Luther Burbank Junior High**

(Temporary) Bartlett Street be-  
tween 22nd and 23rd Streets, Z. 10.  
Prin.—Walter S. Nolan..MI 7-6088

**Marina Junior High**

Fillmore and Bay Streets, Z. 23.  
Prin.—J. P. Burnside...WA 1-4823

**Portola Junior High**

Girard Street, west side, between  
Bacon and Burrows Streets, Z. 24.  
Prin.—William Galant...JU 5-2044

**Bayview School**

Kindergarten to 6th Grade Incl.  
Bay View Street, south side, be-  
tween Pomona and Flora Streets,  
Z. 24.

Under Principal of Fremont School  
Mrs. Cecilia Stager .....MI 7-6949

**Bessie Carmichael School**

Kindergarten to 6th Grade Incl.  
Sherman and Folsom Sts. Z. 3.  
Under Principal of Lincoln School  
Mrs. Claire Stevens.....MA 1-1726

**Bret Harte School**

Kindergarten to 6th Grade Incl.  
Gilman and Griffith Sts., Z. 24.  
Under Principal of El Dorado &  
Yerba Buena Island Schools  
Mrs. Clara Moore.....AT 8-0211

**Bryant School**

Kindergarten to 6th Grade Incl.  
2445 Bryant Street, east side, be-  
tween Twenty-second and Twenty-  
third Streets, Z. 10.  
Prin.—Mrs. Z. M. Evans MI 7-3171

**Burnett School**

Kindergarten to 4th Grade Incl.  
1551 Newcomb Street, Z. 24.  
Prin.—Don E. Anderson..MI 7-2108

**Cabrillo School**

Kindergarten to 6th Grade Incl.  
East side of 25th Avenue be-  
tween Cabrillo and Balboa Streets  
Z. 21.

Under Principal of Argonne School  
Ruth Peabody .....SK 1-4602

**Candlestick Cove School**

Kindergarten to 6th Grade Incl.  
Wheeler and Lathrop Sts. Z. 24.  
Prin.—Gladys R. Michel..JU 5-8898

**Children's Hospital Class**

California and Maple Sts. Z. 18.  
Teacher—Mrs. Grace Mosby  
Mitchell .....BA 1-1200

Teacher—Mrs. Mary Barrett Kaine  
(Continued on Page 35)

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## JOHN A. ENGLER, DEPUTY CHIEF, S.F.P.D.

John A. Engler was born in San Francisco on October 30, 1902. He was one of nine children born into the family of John W. and Mary Engler of 825 Alvarado Street, in the Mission District. This family circle was destined to become the "hub" of healthy activity for the whole neighborhood. Educated in local schools, young John Engler early evidenced an interest in people and their activities. He was one of three sons who became interested in a vocation of public service. Each of these brothers, George, Joseph and John entered the Police Department and achieved distinction in one branch of the service or another.

John A. Engler entered the Police Department on January 2, 1929. His alert performance of duty and demonstrated ability was marked by a rapid rise through the civil service ranks to Captain of Police on August 16, 1950. During the administration of former Chief Charles Dullea, Captain Engler served as Department Secretary. He has performed service in the Patrol Division, Bureau of Inspectors, as Director of Personnel,



**JOHN A. ENGLER, S.F.P.D.**

Deputy Chief of Police

Department Secretary, Supervising Captain and now holds the key administrative post of Deputy Chief.

Deputy Chief Engler has been twice cited for meritorious conduct and both of these citations grew out of his manifest bravery in effecting the arrest of dangerous criminals. He has made a continuous study of his chosen vocation as is attested by participation in special training sessions conducted at the University of San Francisco, and the University of California. He is a graduate of the F.B.I. National Police Academy and has successfully concluded a course of study in police administration sponsored by the International City Managers Association of Chicago.

Deputy Chief John Engler and his wife, Helen, have enjoyed the respect and affection of four robust children who enlivened the family home at 1631 - 32nd Avenue. This happy and orderly life was disrupted by the untimely loss of their son, John Engler, Jr., while a member of the U. S. Navy. Chief Engler and his family surmounted this sad event through faith and have since enlarged their domestic circle by becoming proud grandparents and filling their life with the antics of five new and promising citizens.

Deputy Chief Engler comes from Irish-German stock and has thereby acquired the basic qualities of personality and temperament so essential to a good administrator.

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**School Directory**

(Continued from Page 33)

**Cleveland School**Kindergarten to 6th Grade Incl.  
Persia Avenue, east side, be-  
tween Athens and Moscow Streets,  
Z. 12.

Under Principal of Excelsior

School—Mrs. Lois Schooler  
JU 5-0845**Columbus School**Kindergarten to 8th Grade Incl.  
Twelfth Avenue, west side, be-  
tween Kirkham and Lawton Sts.  
Z. 22.

Prin.—Leota Shuck.....MO 4-2308

**Commodore Sloat School**Kindergarten to 6th Grade Incl.  
Darrien Way and Junipero Serra  
Boulevard. Z. 27.

Under Principal of Jose Ortega

School—Mrs. Edith H. Cochran  
SE 1-2656

Asst. Prin.—Mrs. Lucille Schmidt.

**Commodore Stockton School**Washington Street, between  
Powell and Stockton Streets. Z. 8.Prin.—Harriet McCullough  
EX 2-5467**Crespi Home School**Kindergarten to 3rd Grade Incl.  
Quintara Street and Twenty-  
fourth Avenue. Z. 16.

Under Principal of Parkside School

Amy Wisecarver.....LO 6-2515

**Daniel Webster School**Kindergarten to 8th Grade Incl.  
Missouri and Nineteenth Streets,  
Z. 10.

Prin.—Mrs. M. S. Peck.....MI 7-3854

**Douglas School**Nineteenth and Collingwood Sts.  
Z. 14.

Under Principal of McKinley

School—Mrs. Dena Aidelberg  
UN 3-5184**Dudley Stone School**Kindergarten to 8th Grade Incl.  
Haight Street, south side, be-  
tween Masonic and Central Av-  
enues. Z. 17.

Prin.—Mrs. Ella Mae Beseman

(Atg.).....UN 1-0514

**Edison School**Kindergarten to 6th Grade Incl.  
Twenty-second and Chattanooga  
Streets, east side. Z. 14.

Prin.—Jean M. Gray.....MI 7-1128

**Edward Robeson Taylor School**Kindergarten to 6th Grade Incl.  
Burrows and Somerset Streets.  
Z. 24.

Prin.—Kathryn Purvis.....JU 5-8519

**El Dorado Home School**Kindergarten to 3rd Grade Incl.  
Delta and Wilde Avenues. Z. 24.

Under Principal of Bret Harte

School—Mrs. Clara Moore  
DE 3-4564**Emerson School**Kindergarten to 5th Grade Incl.  
California Street, south side, be-  
tween Divisadero and Scott Streets  
Z. 15.

Prin.—W. Lenox Cobb.....WE 1-0353

**Excelsior School**5th and 6th Grades Incl.  
London Street and Excelsior Av-  
enue. Z. 12.

(Continued on next page)

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## School Directory

(Continued from Page 35)

Under Principal of Cleveland  
School—Mrs. Lois Scholer  
JU 4-4512

### Fairmount School

Kindergarten to 8th Grade Incl.  
Chenery Street, east side, be-  
tween Randall and Thirtieth Sts.  
Z. 12.

Prin.—William Jordan...MI 7-6970

### Farragut School

Kindergarten to 6th Grade Incl.  
Holloway Avenue, south side, be-  
tween Capitol and Faxon Avenues.  
Z. 12.

Prin.—Heien M. Ward...JU 5-2791

Francis Scott Key School  
Kindergarten to 6th Grade Incl.  
1530 Forty-third Avenue. Z. 22.  
Prin.—Helen Vida...MO 4-2062

Francis Scott Key Annex  
Kindergarten to 3rd Grade Incl.  
Under Principal of Francis Scott  
Key School—Helen Vida  
SE 1-4630

### Frank McCoppin School

Kindergarten to 6th Grade Incl.  
Seventh Avenue, east side, be-  
tween Balboa and Cabrillo Streets.  
Z. 18.

Prin.—Mabel Delavan. Ba 1-2634

### Fremont School

Kindergarten to 6th Grade Incl.  
2055 Silver Avenue. Z. 24.  
Under Principal of Bay View  
School—Mrs. Cecilia Stager  
MI 8-4520

### Garfield School

Kindergarten to 6th Grade Incl.  
Kearny and Filbert Streets,  
northwest corner. Z. 11.

Prin.—Mrs. Edith Griffin  
EX 2-3623

### Geary School

Kindergarten to 6th Grade Incl.  
On Cook Street, near Geary  
Street. Z. 18.

Under Principal of Andrew Jack-  
son School—Eleanor Sugrue  
SK 1-9626

### George Peabody School

Kindergarten to 6th Grade Incl.  
Seventh Avenue, east side, be-  
tween California and Clement Sts.,  
Z. 18.

Under Principal of Sutor School—  
Olympia M. O'Hara...SK 1-0907

### Glen Park School

Kindergarten to 6th Grade Incl.  
Brompton Avenue and Bosworth  
Street, southwest corner. Z. 12.  
Prin.—Martha Lowary...DE 3-6388

### Golden Gate School

Kindergarten to 4th Grade Incl.  
Golden Gate Avenue, north side,  
between Scott and Pierce Streets.  
Z. 15.

Prin.—Rose Marracini WE 1-0170

Gough Division of Pacific Heights  
School—Oral Deaf Classes  
Washington Street, south side,  
between Franklin and Gough Sts.,  
Z. 9.

Under Principal of Pacific  
Heights—Ethel E. Duncing  
OR 3-7849

### Grant School

Kindergarten to 8th Grade Incl.  
Pacific Avenue, north side, be-  
tween Broderick and Baker  
Streets. Z. 15.

Prin.—Mary H. Supple...WE 1-1911

### Grattan School

Kindergarten to 8th Grade Incl.  
Shrader and Grattan Streets,  
southeast corner. Z. 17.

Prin.—Mary Ryan...OV 1-1827

### Guadalupe School

Cordova and Prague Sts., Z. 12.  
Prin.—Kathleen Spain...JU 5-4948

### Hancock School

Low 4th to 6th Grade Incl.  
Filbert Street, north side, be-  
tween Jones and Taylor Streets,  
Z. 11.

Under Principal of Sarah B. Coo-  
per School—Victor Rossi  
TU 5-1922  
GR 4-3048

### Hawthorne School

Kindergarten to 6th Grade Incl.  
825 Shotwell Street, east side,  
between Twenty-second and Twenty-  
third Streets. Z. 10.

Prin.—Mrs. Lucile K. Baker  
MI 7-1253

### Hillcrest School

Kindergarten to 6th Grade Incl.  
Silver Avenue and Cambridge  
Streets. Z. 24.

Prin.—Jerome Kenney...JU 5-3231

### Hunters Point II School

Kindergarten to 2nd Grade Incl.  
Kiska Road near Southridge  
Road. Z. 24.

Under Principal of Ridgepoint 1  
& 2—Martin R. Lehrberger  
MI 8-1672

### Irving M. Scott

Kindergarten to 6th Grade Incl.  
Tennessee Street, west side,  
north of Twenty-second Street.  
Z. 7.

Under Principal of Daniel Web-  
ster School—Mrs. Myrtle S. Peck  
VA 4-8126

### Jean Parker School

Kindergarten to 6th Grade Incl.  
Broadway, north side, between  
Powell and Mason Streets. Z. 11.  
Under Principal of Washington  
Irving School—Rose M. Lago-  
marsino...GA 1-2988

### Jedediah Smith School

2nd to 6th Grade  
Southridge and Kiska Roads,  
Z. 24.

Prin.—Eugenie Rolph...MI 7-6669

### Jedediah Smith Annex

4th-Adj.-Ungr.  
Adjoining above school. Z. 24.  
Under Principal of Jedediah Smith  
School—Eugenie Rolph  
VA 4-8595

(Continued on next page)

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**School Directory**

(Continued from Page 36)

**Jefferson School**

Kindergarten to 6th Grade Incl.  
Nineteenth Avenue, east side between Irving and Judah Streets, Z. 22.

Prin.—Elnora Fuller. MO 4-0342

**John McLaren School**

Kindergarten to 6th Grade Incl.  
2055 Sunnydale Avenue, Z. 24.  
Prin.—Roy Minkler. JU 6-6039

**John Muir School**

Kindergarten to 6th Grade Incl.  
Webster and Page Streets, east side of Webster, Z. 17.

Prin.—Ruth Pechart UN 1-4720

**John Swett School**

Kindergarten to 6th Grade Incl.  
727 Golden Gate Avenue, Z. 2.

Prin.—Isadore Pivnick UN 3-6444

**Jose Ortega Home School**

Vernon and Sargent Streets, Z. 25.

Under Principal of Commodore Sloat School—Mrs. Edith H. Cochran. JU 7-7200

**Junipero Serra School**

Kindergarten to 6th Grade Incl.  
Highland Avenue and Holly Park Circle, southwest corner, Z. 10.

Prin.—Margaret Watson MI 8-2017

**Kate Kennedy School**

Kindergarten to 6th Grade Incl.  
Noe and 30th Street, Z. 14.  
Prin.—Mrs. Aimee K. Gish MI 8-1483

**Lafayette School**

Kindergarten to 6th Grade Incl.  
Anza Street, between Thirty-sixth and Thirty-seventh Avenues, Z. 21.

Prin.—Sue J. Convery BA 1-6290

**Laguna Honda School**

Kindergarten to 8th Grade Incl.  
Seventh Avenue, east side, between Irving and Judah Streets, Z. 22.

Prin.—Mrs. Lauretta Piesche MO 4-1103

**Lakeshore School**

Kindergarten to 6th Grade Incl.  
Euclalyptus and Middlefield Drives, Z. 16.

Prin.—Mrs. Muriel Harris MO 4-6768

Langley Porter Hospital School  
1st to 8th Grades Incl.  
University of California Hospital, Parnassus and Hilltop Avenues, Z. 22.

Teacher—Mrs. Shirley Forbing OV 1-8080

**Lawton School**

Kindergarten to 6th Grade Incl.  
On Thirty-first Avenue, near Lawton Street, Z. 22.

Prin.—Mrs. Margaret McCullough MO 4-9202

**Le Conte School**

Kindergarten to 6th Grade Incl.  
Army Street, corner Harrison, Z. 10.

Prin.—Genevieve McGivney MI 7-8987

**Lincoln School**

1st to 5th Grade Incl.  
Harrison Street, north side, between Fourth and Fifth Streets, Z. 7.

Under Principal of Bessie Carmichael School—Mrs. Claire Stevens YU 6-6202

Longfellow School  
Kindergarten to 6th Grade Incl.  
Lowell and Morse Streets, southwest corner, Z. 25.

Prin.—Mrs. Alice A. Hubner JU 7-7826

**Louise M. Lombard School**

Hayes and Pierce Streets, southeast corner, Z. 17.  
Prin.—Mary Smyth UN 1-1821

**Madison School**

Kindergarten to 6th Grade Incl.  
Clay Street, south side, between Arguello Boulevard and Cherry Street, Z. 18.

Prin.—Mrs. Ethel F. Roth SK 1-0270

**Mark Twain School**

Kindergarten to 6th Grade Incl.  
Forty-first Avenue and Ortega Street, Z. 16.

Prin.—Mrs. Helen Whigam LO 6-9411

**Marshall School**

Kindergarten to 6th Grade Incl.  
Capp and Fifteenth Streets, Z. 3.  
Prin.—Nellie Foley MA 1-1371

**McKinley School**

Kindergarten to 6th Grade Incl.  
Fourteenth and Castro Streets, southwest corner, Z. 14.  
Under Principal of Douglas School—Mrs. Dena Aidelberg MA 1-3168

**Miraloma School**

Kindergarten to 6th Grade Incl.  
Omar and Cresta View Drive, Z. 16.

Under Principal of Twin Peaks School—Virginia Kent JU 7-2139

**Monroe School**

Kindergarten to 6th Grade Incl.  
Excelsior Avenue and Lisbon Street, Z. 12.

Prin.—Mrs. Ruth O'Kane JU 5-1195

**Noriega Home School**

Kindergarten to 3rd Grade Incl.  
Noriega Street and Forty-fourth Avenue, Z. 22.

Under Principal of Phoebe Apperson Hearst Home School—Julia G. Merrell. SE 1-2841

**Pacific Heights School**

Kindergarten to 6th Grade Incl.  
Packson Street, north side, between Fillmore and Webster Sts., Z. 15.

Prin.—Ethel E. Duncing WE 1-0414

(Continued on next page)

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**School Directory**

(Continued from Page 37)

**Parkside School**

Kindergarten to 6th Grade Incl.  
Twenty-fifth Avenue and Vincente Street, Z. 16.

Under Principal of Crespi Home School—Amy Wisecarver

MO 4-0394

**Patrick Henry School**

Kindergarten to 6th Grade Incl.  
Vermont Street, east side, between Eighteenth and Nineteenth Streets.

Prin.—Teresa Mahoney MI 7-6268

**Paul Revere School**

Kindergarten to 6th Grade Incl.  
Tompkin Avenue and Banks Street, Z. 10.

Prin.—Mrs. Elana Hunter

AT 2-2874

**Phoebe Apperson Hearst Home School**

Kindergarten to 2nd Grade Incl.  
Forty-second Avenue and Santiago Street, Z. 16.

Under Principal of Noriega Home School—Julia G. Merrell

SE 1-2443

**Raphael Weill School**

Kindergarten to 6th Grade Incl.  
1501 O'Farrell Street, between Buchanan and Webster Streets, Z. 15.

Prin.—Victor R. Robinson

FI 6-4278

**Redding School**

Kindergarten to 6th Grade Incl.  
Southwest corner Pine and Larkin Streets, Z. 9.

Prin.—Mrs. Frances Lyons

OR 3-7931

**Ridgepoint School**

(Sites I, II and Hunters Point II Site I)  
Kindergarten to 2nd Grade Incl.  
Hilltop and Southridge Roads, Z. 24.

Prin.—Martin R. Lehrberger

VA 4-6691

**Site II**

Kindergarten to 3rd Grade Incl.  
Harbor and Middlepoint Roads, Z. 24.

Under Principal of Site I and II and Hunters Point II—Martin R. Lehrberger

VA 4-5880

**Robert Louis Stevenson**

Kindergarten to 6th Grade Incl.  
2051 Thirty-fourth Avenue, between Quintara and Pacheco Streets, Z. 16.

Prin.—Aileen McCarthy LO 4-2429

**Sanchez School**

Kindergarten to 6th Grade Incl.  
Sanchez Street, east side, between Sixteenth and Seventeenth Streets, Z. 14.

Prin.—Marcella O'Shaughnessy

MA 1-1129

**San Francisco Hospital Class**  
Twentieth Street and Potrero Avenue, Z. 10.

Senior Teacher Mrs. Falka Sturges

MI 7-0820

**San Miguel School**

Kindergarten to 6th Grade Incl.  
San Jose Avenue and Seneca Street, east side of San Jose Avenue, Z. 12.

Prin.—Mrs. Gladys Leiser

JU 7-9477

**Sarah B. Cooper School**

Kindergarten to 3rd Grade Incl.  
Jones Street, between Lombard and Greenwich, Z. 11.

Under Principal of Hancock School

—Victor Rossi GR 4-3048

TU 5-1922

**Sheridan School**

Kindergarten to 6th Grade Incl.  
Capitol Avenue, west side, between Lobos and Farallone Sts., Z. 12.

Prin.—Esther S. Lewis JU 7-5698

**Sherman School**

Kindergarten to 6th Grade Incl.  
Union Street, south side, between Franklin and Gough Streets, Z. 23.

Prin.—Mary O'Farrell OR 3-4331

**Shriners' Hospital**

Nineteenth Avenue and Lawton Street, Z. 22.

Teacher—Elmira Sanderson

MO 4-0763

**Spring Valley School**

Kindergarten to 6th Grade Incl.  
1451 Jackson Street, Z. 9.

Prin.—Helen Jamieson GR 4-5637

**Stanford Hospital Class**

Stanford Hospital Children's Ward, 3rd floor, Clay and Webster Streets, Z. 15.

Teacher—Luella Sibbald

WE 1-8000

**Starr King School (New)**

Kindergarten to 3rd Grade Incl.  
1215 Carolina Street, Z. 7.

Prin.—Loretto Sweeney AT 2-8615

**Star King School Annex**

1st to 6th Grade Incl.

Twenty-fifth and Utah Streets, southeast corner, Z. 10.

Under Principal of Starr King School—(new)—Loretto Sweeney

MI 7-3169

**Sunnyside School**

Kindergarten to 6th Grade Incl.  
Foerster Street, between Hearst and Flood Avenues, Z. 12.

Prin.—Mrs. Dorey Dymont

JU 5-3116

**Sunshine Health and Orthopedic Block**

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Prin.—Mrs. Ursula D. Murphy

MI 7-1516

**Sutro School**

Kindergarten to 6th Grade Incl.  
Funston Avenue, east side, between California and Clement Sts., Z. 15.

Under Principal of George Peabody School—Olympia M. O'Hara

BA 1-2773

(Continued on next page)

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**School Directory**

(Continued from Page 38)

**Twin Peaks School**Kindergarten to 6th Grade Incl.  
Corbett Avenue and Dixie Way,  
Z. 14.Under Principal of Miraloma  
School—Virginia Kent

MI 8-5849

**University of California****Hospital Class**Parnassus and Third Avenue, Z.  
22.Teacher—Mrs. Anita M. Petrishin  
MO 4-3600**Ulloa School (New)**Kindergarten to 6th Grade Incl.  
Forty-second Avenue and Vi-  
cente Street, Z. 16.

Prin.—Charlotte M. Koeppe

LO 6-4949

**Ulloa School (Old)**Kindergarten to 4th Grade Incl.  
38th Avenue and Ulloa Street,  
Z. 16.Under Principal of Ulloa School  
(New)—Charlotte M. Koeppe

SE 1-9012

**Visitation Valley**Kindergarten to 6th Grade Incl.  
Visitation Avenue and Schwerin  
Street, Z. 24.Prin.—Mrs. Margaret Perelomoff  
JU 5-4724**Washington Irving School**Kindergarten to 6th Grade Incl.  
Broadway, between Montgomery  
and Sansome Streets, Z. 11.Under the principal of Jean Par-  
ker School—Rose M. Lago-  
marsino SU 1-6302**West Portal School**Kindergarten to 6th Grade Incl.  
Taraval Street, Claremont  
Boulevard and Lenox Way, Z. 27.  
Prin.—Mrs. Marjorie Tuft

MO 4-4667

**Winfield Scott School**Kindergarten to 6th Grade Incl.  
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School—Anne B. Haigh

FI 6-7633

**Yerba Buena School**Kindergarten to 6th Grade Incl.  
Webster and Greenwich Streets  
(Annex Building), Z. 23.Under Principal of Winfield Scott  
School—Anne B. Haigh

WE 1-7137

**Yerba Buena Island School**Kindergarten to 6th Grade Incl.  
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WA 1-2707

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## JOHN P. FIGONE REELECTED ITALIAN FEDERATION HEAD

John P. Figone, Undersheriff for the City and County of San Francisco and prominent civic leader, has been reelected president of the powerful Italian Federation of So-



JOHN P. FIGONE  
Undersheriff  
City and County of San Francisco

cities in California, Inc., at their last meeting.

Other officers elected included: Vice President, Joe Molinari, president of the Sunset Scavengers' Association; financial secretary, attorney Rose Fanucchi; treasurer, Charles Chiappa and secretary Caroline Quilici.

Elected to the board of directors were:

Antonio Craviotto, Deputy Public Defender Robert Nicco, Julia Besozzi, Armond J. De Martini, John Di Massimo and Marie Busone.

Elected to the position of trustees for the Fugazi building were: Charles Chiappa, Angelo Bacocci and Joe Cervetto.

The Italian Federation of Societies in California, Inc., is an organization composed of delegates from just about every Italian organization throughout the state of California. Their objectives are both civic and political.

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**SUPERVISORS EXTEND  
T. A. BROOK'S TERM**

The San Francisco Board of Supervisors has unanimously approved legislation which will extend the term of Thomas A. Brooks, chief administrative officer, for two years beyond his scheduled retirement next June.

The legislation was requested by Mayor-elect George J. Christopher, who sometime ago said he was anxious to make use of Brooks' long experience in government during the first years of his term as Mayor.

Brooks was named chief administration officer in 1941, succeeding the late Alfred J. Cleary. He is chairman of the municipal Regional Service Committee, in addition to his other duties as the chief business manager for the city.

**BYRON ARNOLD  
IS NEW S.F. JUDGE**

Former Supervisor Byron Arnold has been appointed to the San Francisco municipal court bench by Governor Goodwin Knight.

Arnold will fill the vacancy created by the death of Judge John J. McMahon. His term will run until 1959.

Arnold, prominent San Francisco attorney, resigned from the Board of Supervisors in August, saying he could no longer afford to divide his time between the supervisory job and his law practice.

**S.F. MOVES TO SUPPLY  
WATER FOR A-PLANT**

The San Francisco Public Utilities Commission has taken the first step toward supplying a future atomic energy project near Livermore with huge volumes of water from Hetch Hetchy.

The Commission has asked property director Philip Rezos to arrange for the sale of a water line right-of-way across utilities property from Irvington Portal to the site of the project. The pipeline will carry more than one million gallons of water daily.

No details of the project at Livermore have been released by the Atomic Energy Commission.

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The pool is open daily from 10:00 a.m. to 5:00 p.m., and from 7:00 to 10:00 p.m., closing at 4:30 p.m., on Saturday, Sunday, and Holiday nights.

School classes meet daily from 9:00 a.m., to 3:00 p.m., during the school term. From 3:00 to 5:00 p.m., and from 7:00 to 10:00 p.m., recreational swimming for adults and children takes place, except Saturday and Sunday, when the swim hours are from 1:30 to 4:30 p.m.

Registered teams with their coaches may practice and train on Saturday mornings, starting December 3rd, between 10:00 and 11:30 a.m.

Admission fees are 10c for children under 18 years during the day and 25c at night; 50c for adults at all times.

Swimmers should bring their own suits and towels; however, suits and towels may be rented for 15c plus 50c deposit.

Further information may be obtained from Mrs. Helen Center, Supervisor of Swimming, SKyline 1-4866, Ext. 309.

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# CITY-COUNTY RECORD

VOL. 23 — No. 2  
FEBRUARY, 1956

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OUR TWENTY-FOURTH YEAR OF CONTINUOUS SERVICE

THE MAGAZINE OF GOOD GOVERNMENT

## The Man Who Could Be President



THE BOY GREW UP to be Vice President

## The Life Story of Our Vice President

No career in our political history has been so flashing and unpredictable as that of Richard Milhous Nixon, the 43-year-old Californian.

THIRTY YEARS AGO he was running the vegetable counter in his father's corner store in a little Pacific coast Quaker town, named after Massachusetts' beloved Quaker poet Whittier.

At the close of World War II, his name was practically picked out of a hat to run against a Democrat who never had trouble winning his constituents.

And no one was more surprised than Nixon when he was selected to run with Eisenhower on the Republican ticket in 1952.

The CITY-COUNTY RECORD has purchased the publication rights to the only objective, complete, intimate biography of the Vice President of the United States.

This detailed, book-length biography of RICHARD NIXON, one of the most controversial political figures of our times, was especially commissioned by THE BOSTON GLOBE, one of the nation's great newspapers.

The authors are William Flynn, the Globe's California correspondent and RECORD contributor; and Joseph F. Dineen, Jr., and John Harris, star reporters for THE GLOBE.

Their "Life Story of Richard Nixon" is a journalistic achievement THE RECORD is proud to publish so the people of California may be informed fully concerning the life and character of a man who could be President. Each installment will be illustrated profusely with heretofore unpublished photographs.

The RECORD begins publication of this biography of Richard Nixon in this issue. The RECORD is neither "pro-Nixon" nor "anti-Nixon." But, dedicated to the proposition that the people are competent to make valid political judgment—if they know the facts—THE RECORD publishes this Nixon biography as a public service.

(PART 1 STARTS ON PAGE 5)



THE VICE PRESIDENT AND HIS FAMILY. Left to right: Julie Nixon, Mrs. Patricia Nixon, Patricia Nixon, Richard M. Nixon.

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### Contributing Editors:

William Flynn—Record Biographies; Whit Henry—Around and About  
Dr. A. J. Cloud—Education, S. F. Public School History  
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FEBRUARY, 1956

## Around and About

By WHIT HENRY

IT HAS BEEN SAID, that America's Redwoods are truly a heritage of the Ages. The mind can scarcely grasp the sketches of time through which that family of trees known as Sequoias has lived . . . an interval extending back to the Mesozoic period, more than a hundred million years ago. Man had not appeared, and weird reptilian monsters like the dinosaur ruled the earth.

Aeons ago these mighty trees grew densely in many parts of the world. No less than 45 species of Redwood have been described from the fossil beds of the Northern Hemisphere. Today two species of Sequoia are making their last stand on the western edge of the North American continent.

Living through many geological changes of the earth, these two species of the Sequoia — the Sequoia gigantea or "Big Tree" and the Sequoia sempervirens or "Coast Redwood"—exist as the "oldest living things." Famed for their great size and majestic beauty, these trees "connect us," in the words of a wise observer, "as by hand touch with all the centuries they have known."

So that this priceless heritage of the past should not perish from the earth, most of the finest groves of Sequoia gigantea in the California Sierra were preserved years ago in National Parks and Forests; and the South Calaveras Grove is to be preserved as a State Park.

But the Sequoia sempervirens, the Redwoods of the upper California Coast, did not fare so well. Lumbering operations threatened to wipe them out and no adequate plan was made for their preservation until the Save-the-Redwood League was formed in 1918. Already one-third of the entire Red-

wood belt has been cut over.

Less than 6 per cent of the standing Redwoods have been preserved. (Continued on Page 23)

## How well do you know San Francisco?



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# General Business Activity -- 1955

By RALPH B. KOEBER

Research Manager, San Francisco Chamber of Commerce

Trend: Business activity in San Francisco during 1955 attained the highest level in history and surpassed the preceding year by 8.4 per cent. The San Francisco Chamber of Commerce Index reached 169.5 in December and averaged 139.3 for the 12 months period (1945-1949 average=100 index).

The 1955 cumulative business trend in San Francisco started out with a modest gain over 1954 of 4.6 per cent at the end of the first quarter, at midyear the increase amounted to 7.8 per cent, at the end of the third quarter to 8.5 per cent, at the end of the 11 months to 9 per cent, then settled back to 8.4 per cent for the full year. The great storm which struck Northern California with devastating force, flooding large areas and slowing highway and rail traffic almost to a standstill, seriously handicapped normal business during the closing weeks of the year.

Finance: San Francisco, the second ranking financial center of the nation and home of seven of the nation's 100 largest banks, including the world's largest, is the headquarters of the 12th Federal Reserve District. The San Francisco 1955 financial transactions represented by bank debits to demand deposits established a new annual high of \$42.3 billion—\$4.4 billion or 12 per cent above 1954. San Francisco bank debits accounted for 22.1 per cent of the 12th Federal Reserve District total and 50 per cent of the reported debits in the Bay Area which amounted to \$53.2 billion.

The San Francisco Stock Exchange continued to hold a prominent place among the nation's largest security markets. During 1955, 427 securities were admitted to trading privileges on the Exchange—209 were listed securities and included 14 new ones added during the year, 215 were unlisted securities and included 41 new ones added during the year. The 1955 transactions of the Stock Exchange were at a new 25 year high and amounted to 21,429,570 shares traded with the market value of \$376,373,242, an increase of 31.5

per cent and 24.7 per cent respectively over 1954.

San Francisco—the Insurance Center of the West—had 674 insurance firms at the beginning of 1955 employing upward of 21,000 people and an annual payroll of nearly \$100,000,000. Several major expansions in the insurance industry in San Francisco were reported during 1955 including completion of the new \$10,500,000—25 story structure of the Equitable Life Assurance Society of the United States and the Pacific Mutual Life Insurance Company's new seven story building representing an in-

vestment of approximately \$2.5 million. Fireman's Fund Insurance Co. began construction of their new \$3.5 million headquarters; construction work was also undertaken on a new seven story office building by Cahill Bros. in financial district at a cost of nearly \$2 million which is scheduled to provide additional new quarters for other expanding firms.

Employment: Total employment in the six county metropolitan area during 1955 averaged 1,026,530 or 1.5 per cent above 1954. Eight of the ten industry groups shared in the gains. The service

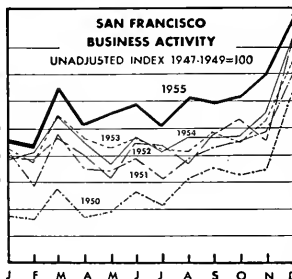
group led in employment with an average of 219,160 employed, a gain of 3.1 per cent during the year; manufacturing ranked second and averaged 211,300 employed, a gain of 0.2 per cent; retail trade, third, averaged 169,500, up 1.9 per cent; transportation, communications and utilities, fourth, averaged 110,875 employed, off 1.6 per cent; government, fifth, averaged 88,370, off 10 per cent; wholesale trade, sixth, averaged 71,550 up, 1.6 per cent; contract construction, seventh, averaged 68,840 and made one of the highest gains at 6.1 per cent; finance, insurance and real estate ranked eighth, averaged 64,360 employed, up 1.6 per cent; agriculture, ninth, averaged 20,590 for a gain of 6.1 per cent. December total employment of 1,533,700, preliminary estimate of the California State Department of Employment, almost tied the September all time monthly high of 1,054,100 and was 26,100 above December a year ago and 18,500 above November. December unemployment at 30,800 amounted to 2.8 per cent of the total labor force but was almost one-third below December of last year.

Construction and Real Estate: San Francisco building permit total value in 1955 was the third highest on record at \$64,680,018, and 12 per cent above 1954; new residential construction amounted to \$21,787,366 and accounted for 33.7 per cent of the total and provided for 1955 new dwelling units; new non-residential construction amounted to \$25,313,381 or 39.1 per cent of the total; additions, alterations and repairs amounted to \$17,579,271 or 27.2 per cent of the total. Real estate deeds recorded in San Francisco during 1955 totaled 18,825, an increase of 10 per cent above 1954. Mortgages and deeds of trust numbered 17,898 and amounted to \$219,757,764, representing a rise of 10.6 per cent in number and 28.1 per cent in amount.

Trade: Retail department stores sales in San Francisco during 1955 exceeded 1954 by 4 per cent and apparel stores by 6 per cent. Large retail stores in San Francisco reporting first 11 months sales of 1955 compared to 11 months of 1954 revealed gains in grocery stores sales of 8 per cent; eating and drinking places, 2 per cent; apparel group, 8 per cent; furniture stores, 9 per cent; lumber etc., 30 per cent; and motor vehicles, 37 per cent.

Pacific Coast merchant wholesaler sales during 11 months of 1955 exceeded the similar period in 1954 by 13 per cent compared to 11 per cent in the nation. General-line grocery sales on Pacific Coast increased 11 per cent; dairy and poultry distributors, 6 per cent; fresh fruit and vegetable

(Continued on Page 23)



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# RICHARD MILHOUS NIXON

## Vice President of the United States

(EDITOR'S NOTE—This biography of Vice President Richard Milhous Nixon was written by three members of the BOSTON GLOBE'S staff—William Flynn, California correspondent; Joseph F. Dineen, Jr., staff correspondent, and John Harris, political editor.

THE RECORD purchased publication rights from The McClure Newspaper Syndicate of New York.

THE RECORD publishes this biography of the Vice President without change as a public service—so its subscribers and readers may be more fully informed about one of the most controversial political figures of our times.)

By WILLIAM FLYNN, JOSEPH F. DINEEN, Jr., and  
JOHN HARRIS

**SOUTHERN CALIFORNIA**, where Richard Milhous Nixon was born, reared and matured into manhood, is a composite of contradictions.

So is the public portrait of the man who now goes to the White House to sit, on occasion, in the President's chair.

Southern California is rich. It is poor. It possesses beauty—and ugliness. It is rich in sunshine. But smog pinches tears from the eyes with sharp, piercing pain.

Equally conflicting is the image of Richard Nixon that has been exhibited for citizen contemplation since his name burst in the headlines with his nomination for Vice President of the United States in 1952.

### PARAGON OF VIRTUE

One who knows him well says he is the paragon of virtue.

Another describes him as the personification of opportunism.

This land of Southern California once was a sleeping, pastoral region.

It possessed such bountiful natural attributes that it was chosen as the new home for a settlement of westward migrating Quakers of the Middle West only after a long research.

During the life-time of Richard Nixon this region changed.

It reeled under the impact of industrialization.

The richness of its wealth beneath the surface — oil — was tapped and exploited.

### YIELDED WEALTH

The richness of its surface soil has yielded wealth to men who brought water to the parched, sun-drenched land from mountain glaciers hundreds of miles away.

Richard Nixon was born into one world—the stolid, hard-working,

God-fearing world of the Quakers.

He grew up as the rushing currents of social and economic change were twisting that culture, moulding it, shaping it anew—but never changing its fundamental structure of seriousness.

This region is something wondrous to behold in its present state—as is the career of Richard Milhous Nixon, born in the southwest, first-floor corner bedroom of a two-story frame house in a settlement called Yorba Linda, 25 miles south of metropolitan Los Angeles.

### BORN 1913

The date of his birth was Jan. 9, 1913.

His father was Francis (Frank) Anthony Nixon, a native of Ohio.

The father traces his Irish ancestry in America back to one James Nixon who died at Brandywine Hundred, Del., in 1775.

The modernized version of the family name is a derivation of Nicholl, Nicholson, MacNicholl, Nicholas, Nickson, and Nickerson. It was from the Irish words meaning:

"He faileth not."

Hannah Milhous Nixon, mother of Richard Nixon, is the daughter of Franklin and Almira Milhous, members of a Quaker family that lived for a time near Butlerville, Ind. There Hannah Milhous was born in a towering, rigidly square frame farm house.

Her ancestors and the ancestors of her husband had wended their way through the same lands of the nation, slowly moving westward toward the Pacific for generations. But they had never met.

### STEEPED IN FAITH

Both the families were steeped in the faith of the Quakers. That meant they were almost inflexible in their judgment of what was right and what was wrong. They were determined. But they were kind.

Samuel Brady Nixon and his Sarah, the parental grandparents of the Vice President, undertook their westward trek in search of health.

The wife and mother was a victim of tuberculosis.

The couple eventually came to rest in the agriculture region now marked on the map of Southern California as Whittier, named in honor of the famed New England poet, John Greenleaf Whittier.

Unknown to them, the Milhous family also was being lured to Whittier by the attractions of the regions for the home-seeking Quakers.

Whittier even today is a small town, although its leaders have succumbed to the temptation to attract industry to their city.

Its pace is unhurried.

It has the comfortable, contented look of a long-settled community with none of the haphazard design of so many California towns which seem to have sprung from nowhere, for no particular reason, and tired easily and are going nowhere in particular.

### NEW BUSINESS

One new business establishment reflects the fundamental character of Whittier.

The town's first hotel cocktail lounge—or any other type of establishment for the sale of alcoholic beverages in straight or mixed form—was opened there only a few months ago.

It has attracted steady patronage—from the town's newcomers. But it is still the subject of much doubt and soul-searching by the old timers who live by the traditions of the Quakers.

In 1880 one John M. Thomas, an Indiana farmer, held clear title to the land of Whittier after generations of land ownership disputes.

Thomas eventually sold his 1,275 acres for \$33,000 to J. Mills Boal, James R. Boel and John D. Burch.

### KNEW PICKERING

These three came to know Aquilla H. Pickering of Chicago.

An active member in the Society of Friends (Quakers), Pickering undertook the location and establishment of an ideal community on the Pacific Coast. His activity was inspired by numerous inquiries

(Continued on next page)

## VICE PRESIDENT RICHARD M. NIXON

(Continued from Page 5)

Quakers who wished to migrate westward as colonists.

Pickering and his wife, Hannah, explored California in search of the ideal site. They ranged from Sacramento in the north to Ensenada in Lower California. They searched fruitlessly for three months.

By chance one day they journeyed from East Los Angeles, over the mesa, across the Rio Hondo and San Gabriel Rivers, through Pico and Juntown, arriving to enjoy the shade of the pepper trees that grew to tower over the Thomas ranch house.

## "THIS IS THE PLACE"

They saw the valley. They saw the hills. They saw the ocean. They decided: "This is the place."

The Pickering Land and Water Company purchased the Thomas ranch on May 3, 1887, and adopted the name of Whittier for the town they planned.

Jonathan Bailey and his wife, Rebecca, became the first citizens of Whittier. Four days after the Baileys moved into their home, they held Sunday services on the front porch.

All were welcomed.

During the years that followed, Whittier experienced the booms and depressions that have been typical of the growth of California. The booms out-numbered the depressions. The settlement grew into a town.

Caught up in the promotion were the Quakers. Word spread that Whittier was to be a bonanza of land prices.

## QUAKERS CAME

"The Quakers are coming from all over the United States," was the word.

They did come.

The first group arrived July 19, 1887, from Iowa. They numbered 13. When they arrived they saw a partly finished store, a home, a tent, a black water tank and an old weathered ranch house sleeping in the shade of the pepper trees.

Unnoticed in the stream of Quaker emigrants who came to Whittier were the parents of Richard Nixon. His mother came as a girl. His father as a young man.

The Nixon family history records that the first Nixon to enter the service of his nation that was to become the United States was George Nixon. He was born in 1752. He served a private's enlistment and lieutenant during the Revolution. He took part in the operation that became known as Washington's Crossing of the Delaware. Before his death he lived near Washington, Pa., and in Clinton County, Ohio.

of Whittier. She was 96 when she died. When she was 89, she performed the marriage of a grand-

They had mutual friends among the Quakers in the community. They possessed mutual interests. They were married in 1908. The groom turned from his trade to farming.

As a young married couple, Frank and Hannah Nixon fell prey to the restlessness in which they had been steeped since childhood.

Like her husband, Hannah Nixon counted her ancestors back to the time before the Revolution. The first Milhous of record in the United States was Irish-born Thomas. He settled in Chester County, Pa., in 1729.

## WORKED AS FOREMAN

For a time after his marriage, Frank Nixon worked as a foreman on his father-in-law's ranch near Whittier.

Married less than 24 months, the couple purchased a ranch site in the San Joaquin Valley near the agricultural settlement of Lindsay. They planted their acres with orange trees.

But before the first fruit was matured and ready for harvest, they sold the new development and crossed over the southern mountain barrier to return to Southern California.

This time they invested their material wealth of the moment and their dreams of the future in a lemon grove at the settlement of Yorba Linda. The acres Frank Nixon selected were on the slope of a small hill. On the summit he built their home, the two-story frame house of stern design that was to be the birthplace of Richard Nixon, Vice President of the United States.

## SMALL SETTLEMENT

Even today Yorba Linda is a settlement of but 702 persons, according to the official figure posted on the highway marker at the entrance of the town.

It has one main street intersection. The business district is one block long. The streets are quiet. There is the standard garage, the service station, the drugstore, the hardware store, all typical of small towns. There is but a single restaurant.

The modern slogan of this community is:

"Good Country Living in Yorba Linda."

A "booster" pamphlet just published urges individuals to live in Yorba Linda, the home of the Fuerte avocado because it is:

"Away from the hustle and bustle of the city, in a peaceful, secluded agricultural district, where you will become a part of a pleasant, friendly little community."

Actually, this community has changed little since the Nixons arrived there to make their home a generation ago.

The fact the settlement remains



RICHARD NIXON'S FATHER, Frank (standing), left to right, Donald, Edward, Mrs. Nixon and Richard.

Another of the Vice President's parental ancestors, George Nixon, 2nd, enlisted from Clinton County, Ohio, to serve with Company B, 73rd Ohio Voluntary Infantry during the Civil War.

He was killed on July 3, 1863, during the Battle of Gettysburg and is buried in the Gettysburg Memorial National Cemetery.

His son, Samuel Brady Nixon, born in 1848, was the father of the Vice President's father. The grandfather lived until 1913.

Richard Nixon's maternal great-grandmother, Elizabeth Milhous, lived to become the grande dame

daughter, as a Quaker minister.

Sally Ann Wadsworth Nixon, the Vice President's paternal grandmother, died when Richard Nixon's father was but seven years old. He was reared on an Ohio farm by his uncle, Lyle Nixon, and made his way to California as a young man in 1907.

Settling in the vicinity of Whittier, he worked for a time as a street car motorman. His conductor one day invited him to a party. It was at that gathering that Frank Nixon met his bride-to-be, Hannah Milhous, the mother of the Vice President.

a village rather than a typical bustling Southern California town is the result of design, not of accident.

The highways leading to this town wind through what is literally a forest of oil derricks, the oil pumps continually sucking black gold from far beneath the surface of the land.

#### OIL DERRICKS

But the rows of sentinel oil derricks end on the borders of the community. The immediately surrounding land is devoted to agriculture—something of a rarity in the vicinity of Los Angeles as a continually expanding population devours the fields for home sites.

"The oil companies have the land around us under lease and it can't be used for anything but farming until they decide to drill," explains Dr. R. C. Cochran, long time resident of the town.

The potential richness of the oil was undiscovered when Frank and Hannah Nixon sold their orange grove in the hot, dry San Joaquin Valley and moved to their lemon grove land in Yorba Linda in 1912.

Nor would they have been impressed by the chance of "country living." That way of life they took or granted. What they sought was a profitable citrus orchard. They thought they had found it. Events were to prove them wrong. Before many years had passed, they resumed their search for a permanent home.

But before they departed, they were responsible for Yorba Linda's greatest distinction to date, the birth of Richard Nixon, Vice President of the United States, in the home his father built.

The house in which Vice President Nixon was born still stands. Today it is owned by the Yorba



FAMILY OF FRANK AND ELMIRA MILBOUS with seven children and two children by earlier marriage. *Left to right, lower row:* Olive, Elizabeth, Ezra, Jane. *Middle row:* Mrs. Milbous, Griffith, Mary Alice, Frank. *Rear row:* Martha, Edith, Hannah (mother of Richard Nixon).

Linda Elementary School District.

It is the home of Jack and Doralee Waldron, their daughters, Linda, 14, and Donna, 11.

Waldron is the janitor at the nearby school whose dusty, scuffed playground has replaced the unprofitable lemon orchard that Frank and Hannah Nixon tried to establish.

This home now is 43 years old. Its physical dimensions have been changed with additions during the years. But the bedroom where Hannah gave birth to her son Richard has not changed.

In size it measures 12 to 20 feet. There are windows to the south and west that provide a view over the hill that leads to the winding road at the bottom of a shallow draw a quarter of a mile away.

#### VISITED BIRTHPLACE

Richard Nixon returned the last time to this place of his birth five years ago, when he was campaigning as a candidate for the office of United States Senator from California. He made a friendly little speech and talked with several individuals who knew him as a boy.

He told them that what he remembered best in the house was the fireplace in the living room. He said he remembered it as the "biggest fireplace in the world."

Actually the fireplace, now faced with red brick that has the dull sheen of constant waxing by a dedicated housewife, is small. It is not more than four feet wide and three feet high. It no longer burns with natural flame. A gas heater has been installed, the grate removed.

There are few individuals now living in Yorba Linda who remember the Nixon family of the years from 1913 to 1918 the years Richard Nixon was a juvenile member of the community. Those who knew him well have died or they have moved away in the fashion of the typically restless Californian.

But there is both written and spoken testimony to be found in Yorba Linda that concerns Richard Nixon as a child. And it is these that reveal the first defini-

tive clues that provide a hint of the character of Richard Nixon as a man and in individual of national and international importance.

Jerome K. Edwards is a pleasant, soft-spoken man. He is superintendent of the Yorba Linda primary and elementary school district, Richard Nixon's grade school alma mater.

From the recess of a little used closet, Edwards can take a string-tied bundle of yellowing school records that contain the first statistics of the life of Richard Nixon, other than his birth certificate.

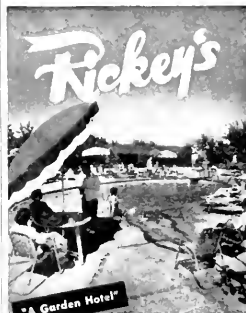
That birth certificate is recorded in Book No. 64, Page 926, of the Record of Births on file in the

(Continued on next page)



VICE PRESIDENT'S BIRTH PLACE

Bedroom in which Vice President Richard Nixon was born.



4 FAMOUS RESTAURANTS  
Palo Alto, San Francisco and Stonestown, California

office of County Recorder Ruby McFarland at nearby Santa Ana, county seat of Orange County.

It states tersely:

Full name of Child—**RICHARD MILHOUS NIXON.**

Maiden Surname of Mother—**Milhous.**

Place of Birth—County of Orange City or Town "On Yorba Linda Blvd. in Township of Fullerton."

Date of Birth—January 9, 1913.

Sex—Male.

Color or Race—White.

Father of Child—Full name: Francis Anthony Nixon; birthplace, "near McArthur, Ohio."

Mother of Child—Full maiden name: Hannah Milhous; birthplace, Butlerville, Indiana.

Abstract of Supporting Evidence—Oral evidence.

This document also bears, under Item 13, the signature of the registrant: Richard Milhous Nixon, affixed March 27, 1942, and accepted as valid by "order of the Superior Court of Los Angeles County, made the 3rd day of March AD, 1942, establishing record of the fact of birth in the State of California."

#### NIXON'S SIGNATURE

Richard Nixon's signature on his own, official birth certificate brings out the fact that he was never officially born until he was 29 years old.

Registration of births was not mandatory in California when he was born. It was not until the personal problems of World War II required such proof of citizenship did he get around to face the necessity of recording his birth.

The Superior Court of Los Angeles accepted the testimony that Richard Milhous Nixon was born Jan. 9, 1913, in Orange, Calif., given by his mother. Her words were supported by the faded entry of his birth, recorded in the Milhous family Bible that was Exhibit A in the routine court proceedings.

The elementary school records of Richard Nixon are incomplete. There is no existing record of the Vice President's activity as a first grade student.

"They didn't keep too good records in those days," Edwards explains. "But we have his record in the second grade."

Richard Nixon was enrolled in the second grade on Sept. 21, 1920, at the age of 6 years, and 9 months. His teacher was Ellen Anderson. He was one of 35 students in the class.

During that academic year, Richard Nixon had a record of perfect attendance. He was not absent a single day; nor was he tardy.

"We didn't put down the subjects or the grades on the records in those days," Edwards says.

But Richard Nixon's aptitude must have been above average.

On Feb. 11, of that school year he was listed on the roster of the second grade. On Feb. 24, his name appeared on the roster of the third grade. And on June 10, at conclusion of the academic year, which he began as a second grade student, he was promoted to the fourth grade.

"It is obvious that he made two grades in one year," Edwards explains. "It is too bad the records in those days weren't as complete and detailed as the ones we keep

of Dr. Cochran of Yorba Linda. Today she is a tall, slim woman. She likes to talk of Richard Nixon.

She remembers the Vice President as a sober, serious child, even at the age of 8, two characteristics that apparently never changed as years were added to his life span.

"He knew school was his business and seemed to be quick in all his studies," Mrs. Cochran says. "When it came time to play, he was full of life. He was a good student."

"I am sure I would remember

Before and after school hours Richard Nixon performed the normal chores demanded of a farmer's son. Apparently, he did them willingly, in the same manner he studied—seriously and determined to complete them well, rather than to merely just complete them so he could play. He seldom played. As a fourth grade student, Richard Nixon missed but a single day of classes. That was the last day of school.

"I seem to recall someone told me that his family had decided to move back to Whittier," says Mrs. Cochran, "and I guess he was busy helping with the packing and things."

Frank and Hannah Nixon finally admitted defeat in their effort to wrest a living from their Yorba Linda lemon grove and sold out.

Had they not been defeated, it is not unlikely that Richard Nixon today would be the scion of an oil-rich family hovering on the brink of middle age rather than a force to be reckoned with in the affairs of the nation and the world.

#### YORBA LINDA HOME

The hill on which Frank Nixon built his Yorba Linda home has the appearance of one of those land lumps that mark the oil pools thousands of feet below the surface of the ground.

It is a reasonable "wild cat" bet that when the oil companies which hold leases on the land surrounding Yorba Linda decide their production schedules require drilling there, the former Nixon lemon orchard will be the site of a producing well.

But for a lemon grove, the land is still worthless. Now it is barely able to support a stubble on the borders of the playground. The grass is tough and ragged—and not for the lack of care and water. The earth just isn't rich enough to feed the plants.

And the hot winds still blow. They seared the trees, ruined the blossoms, and the fruit never did mature.

Frank Nixon did not give up the struggle without a fight. He fought a part time work. He was handy with tools, especially those used by the carpenter. He helped build a number of the first houses of Yorba Linda. Despite his efforts he failed.

But there were reasons other than strictly economic ones that influenced the decision of Frank and Hannah Nixon to leave Yorba Linda, to return to Whittier where members of their families lived.

Splitting the property was the Anaheim Ditch. During the hot summer months it was an attractive swimming place for the neighborhood children. But it was a dangerous swimming hole, with its steep sides and rushing currents.

The ditch was a problem for parents of children. The young-



FRANK MILHOUS, Nixon's grandfather, taken on his honeymoon at Put-in-Bay, Ohio, 1872.

now. It would be interesting to see what his grades were."

The incomplete class records reveal that Richard Nixon was 8 when he accomplished the achievement of completing the second and third grades in but a single year.

Even then he was a young man in a hurry who outpaced his contemporaries. Other than Lillian Covington, also 8, he was the youngest child in the class.

Nixon's teacher during this year was Miss Anderson, now the wife

more about him if he had been anything but serious. He never gave me any trouble and you just don't remember children like that too well. You do remember the others."

Richard Nixon walked—or ran—about a half-mile to school each day. The serious student he was, he probably ran. The site of this school now is owned by the California State Forestry Department and the school buildings have long since disappeared.





FRANK AND ALMIRA MILHOUS, parents of Hannah Milhous Nixon, mother of the Vice President.

sters would swim in the ditch. Their parents feared they would drown.

For once in his life, Richard Nixon reacted to temptation like an average individual.

He went swimming in the ditch despite parental objection and the stern threats of operators of the ditch. Moreover, he sometimes helped the other neighborhood children to do the same thing.

#### PLAYED IN DITCH

As Jessamyn West, a cousin who has won a reputation as a writer, has remarked:

"Richard and his older brother, Harold, defied the law and spent many a happy summer hour floating down the forbidden stream."

She thought the information that Richard Nixon had been a swimmer would be of interest to the Democrats.

The dangers of this Anaheim ditch contributed to the decision of Frank and Hannah Nixon to leave Yorba Linda. They did as soon as school was out in 1922. Richard Nixon since has returned once or twice, the occasion being in conduct of campaigns in the one spun manner.

Whether those who live there are much impressed by the act that the Vice President of the United States was born down the road, "the first house on the right after you turn left at the gas station," is a matter of opinion.

Dr. Cochran, one of the old-timers, seems disinterested. He is more concerned with the zooming price of land, now up to \$5,000 an acre for agriculture purposes, \$9,000 for home sites. He is representative of the older inhabitants who are fighting a losing battle as

the population of southern California increases and spills people closer and closer to Yorba Linda.

The younger generation also is disinterested. Its members are too busy with their own problems, such as bringing an old house, "with just lots of possibilities," up to the building code standard with new wiring, new plumbing. That costs money.

Mrs. Fern Soules, part owner of the town's only restaurant, and her assistant, Mrs. Catherine Wood, sum it up like this:

"If anyone is going to make a shrine out of the Vice President's birthplace, they'll have to come down from the outside to do it. The natives around here aren't interested. We think we know—we hear people talking in here all the time."

Jack Waldron, who calls the Nixon birthplace home, hopes tourists don't start coming too look at the place.

"If they do, I'll have to slap a coat of paint on her," he says.

And the latest literature issued by the Yorba Linda Chamber of Commerce does not exactly appreciate Richard Nixon's home as a community asset.

#### DEVOTES SPACE

It devotes its premium space to announcing that the settlement is the place "where you can be an avocado grower right in your own front yard. These beautiful trees can pay your taxes."

Frank and Hannah Nixon abandoned farming as a principal means of livelihood when they

established their home at Whittier in 1922.

They opened a country store. This venture was to give the Vice President the just claim that once he was a businessman who was faced with the problems of profit and loss in a venture that was symbolic of the free enterprise system he was to defend so vigorously 24 years later when he was a candidate for public office.

Frank Nixon managed to purchase the frame building that had served as the Friends church building in East Whittier.

"When a church sells a building, it's pretty well beat up," commented Harold E. Litten of Whittier, who knew Richard Nixon as a boy although he never was a pal of the Vice President.

Some portions of this store building still stand. It now is the site of the Nixon grocery market, operated by Donald Nixon, a younger brother of Richard Nixon and the businessman of the family.

#### "PERSONALITY BOY"

"He also is the personality boy of the family," says Litten, director of public relations for the Whittier Union high school district and former newspaper man.

The belfry of the one-time church building became the office. The family lived nearby. To keep up with the consumer demands of the times, Frank Nixon installed one of the first gasoline pumps on the highway. His wife cooked pastures for sale.

Perhaps because it was the only store in the neighborhood, the Nixon establishment became the

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meeting place for youth and adult. The women talked of children, engagements, marriage. The men talked of politics and crops, and politics.

#### HAD OPPORTUNITY

Richard Nixon had the opportunity to listen to this man-talk. He never paid much attention. After all, he had little time to waste.

He had his chores to do.

He had his school work. His education was not confined exclusively to the classroom.

His mother's kindness and sympathy for humans influenced his emotions. But it did not soften the inflexibility of his moral judgments and conception of fulfillment of responsibilities—as he saw them.

Mrs. Hannah Nixon had a soft spot in her heart for the frailty of humans.

Now and then she would catch a shoplifter red-handed. She would not call the police. She would let the individual go with a lecture on the right way of life. She explained she did not want to disgrace the individual or members of his family with a police record notation.

This attitude may have been reflected in Richard Nixon's off-hand comment during the Alger Hiss affair, which he precipitated into a trial on charges of perjury—a facade for what really was a charge of treason.

"Even when I was convinced that Hiss was a traitor, I couldn't help thinking of his family and his friends and how hard this was on them," he said.

Richard Nixon enrolled in the Whittier elementary school, not far from his new home, in September of 1922. He was a student in the fifth grade.

When he received his eighth grade diploma four years later, he had achieved what amounted to a perfect record.

(Continued on Page 16)

## CONVENTION BUREAU'S ANNUAL REPORT SHOWS GAINS IN CONVENTIONS AND MONEY SPENT HERE

A record-breaking 265 conventions, trade shows and special events which brought over \$25,000,000 in new money to San Francisco in 1955 were reported by Acting President Renolds J. Barbieri to the directors of the San Francisco Convention and Visitors Bureau on January 13. The annual presidential report was presented by Mr. Barbieri in the absence abroad of Bureau President W. Lansing Rothschild.

Because 1954 included the huge American Medical Association, with over 38,000 out-of-town registrants, total outside attendance in 1955 was slightly under 1954—194,291 as against 197,307. But Mr. Barbieri indicated that last year's

more than twice as many convention delegates in 1955 as in 1954—with one period when 19 separate housing operations were in progress simultaneously.

The increase in numbers of listed conventions and other gatherings continued in 1955. The 1953 number was 165; there were 208 in 1954, and 265 in 1955.

Mr. Barbieri's report stressed the fact that the heavy increase in service demands upon the Bureau did not involve any corresponding increase in Bureau income, hence the success in bringing more convention business to San Francisco necessitated bank borrowing for the first time since 1939. He pointed out that the Bu-

swayed by such factors as climate, scenic or historical interest or other San Francisco attractions but make their decisions mainly on questions of cost and of Bureau ability to deliver facilities and services. He added that in San Francisco, because of the special character of our facilities, conventions have to be won by offering more comprehensive and costly Bureau services. One such paradoxical difficulty is that if San Francisco did not have more bedrooms than any other city west of the Mississippi, it could not handle the big conventions, so costly to a Bureau, or, if all these bedrooms were in larger hotel units, some of the bureau's costs could be passed to the hotels.

Another deficiency which the Bureau hopes to see corrected is in rooms for group and sectional meetings, since many educational and professional organizations need thirty or forty such rooms at the same time. Mr. Barbieri said that the Bureau hopes to get the 15,000 square feet of space in the Civic Auditorium temporarily occupied by the Board of Education offices, as this could be cut into smaller meeting rooms urgently needed to capture conventions now going elsewhere.

The Report stated that the projected Plaza Exhibit Hall, financed by the \$3,275,000 bond issue voted in November, 1954, would add about 110,000 square feet (gross) to available exhibit space and that methods and costs are being explored to arrange for offering conventions rental of removable partitions in this Hall, to create a number of smaller rooms for group and sectional sessions.

(At the Board meeting where this report was presented, the directors voted to recommend acceptance of the revised plans of the architects and engineering consultants, with a special recommendation that six small freight elevators be provided to permit curb-side unloading of light materials from small trucks and thereby relieving a potentially serious bottleneck in the ramp for heavy truck and trailer entry and egress.)

ANDREW F. BURKE  
Attorney at Law

Editor:

Kindly accept my belated thanks for your kindness in sending me copies of the issues of "City-County Record" for the months of November and December, 1955, with your compliments.

I found the two issues so interesting that I am enclosing my check for \$5.00 to cover a one year's subscription, commencing with this month's (January) issue.

Very truly yours,  
ANDREW F. BURKE

## BUREAU WORKER HONORED

Miss Dorothy Brooks who recently became secretary to Vice President and General Manager Walter G. Swanson, of the Convention and Visitors Bureau was honored at a holiday luncheon of California Chamber of Commerce managers whom she had served during several years as assistant to the western regional manager of the Chamber of Commerce of the United States. She was presented with a clock radio and a plaque inscribed "Thanks, Our Miss Brooks."

Because of her wide acquaintance among commercial organization executives throughout the west, Miss Brooks is especially qualified for her work as a Convention Bureau staff member.



REYNOLDS J. BARBIERI  
Acting President  
Convention & Visitors' Bureau



W. LANSING ROTHCHILD  
President  
Convention & Visitors' Bureau

convention business was better distributed throughout the year than in 1954 and included more gatherings of "large spenders." The figures for convention expenditures here are based on the International Assn. of Convention Bureau 1948 Survey, with per capita daily expenditures raised 15 per cent to reflect the increase in the consumer price level since the survey was made.

Most striking increase in the Bureau's activities was in the Housing Department which placed

reau's work in spearheading the bringing of over \$25,000,000 worth of new business to San Francisco last year was done on a budget of less than \$100,000, and that adding another hundred thousand to Bureau income would make possible substantially more money which would be poured into local trade channels.

The Report pointed out that most convention sales are now chosen by the executives or directors of the organizations concerned and that these men are not

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## Women of Distinction

LEONE BAXTER

Brilliant, Glamorous Feminine Member of Whitaker & Baxter

By Record Staff Writer

**THE FIRM NAME OF WHITAKER AND BAXTER** is a familiar one to knowledgeable people in the fields of politics and public relations. It has also become famous and rather awesome, for the firm has been outstandingly successful in the management of some very big State and national campaigns. Not everyone knows, however,

that it stands for a man and wife team as well, that Leone Baxter, the feminine half of the firm, is Mrs. Clem Whitaker in private life.

It is very hard to separate them, professionally or private, for they work together in both capacities in such complete joy and harmony. But this is Leone Baxter's story, and his only part in it, her husband says, is to make sure that she is not too modest. There is real danger of this, for she can hardly be brought to talk about herself, so interested is she in all aspects of this fascinating world.

### LEADING POSITION

But a woman who stands in such an unprecedented position of leadership in a very special and highly competitive field deserves special attention as a person. That she is also lovely to look at, tall, slim, graceful, and red-haired, makes this all the easier.

How did she attain her unique existence? From simple beginnings, which have generally proved the soundest basis for growth.

She was born on her grandfather's farm near the small town of Kelso, Washington, the third of six children, four boys and two girls. Her father being an engineer, the family moved as his profession required — Leone went to grammar school in Portland, Oregon, but was back in Kelso in time to attend high school.

### GENUINE PERSON

It is apparent that she began very early being the sort of person she is, happy, healthy, alert, genuinely interested in others, and eager to put her abundant energy and high intelligence to constructive use. She reported grammar school doings so well that a column appeared under her name in that notable newspaper, the *Portland Oregonian*; and she was equally successful in writing about high school activities for the Kelso paper. Later she attended Stanford University for a period.

An unusual career was in the cards for Leone Baxter, and she was not long in discovering it. One summer she went to Redding, California, for a visit; several years later, when she left, it was

of Redding were just getting interested in the Central Valley Water Project, and she presently found herself involved in this development, so important to the region.

It was during her work for a campaign to defeat the referendum against the Central Valley Project that she met a young press agent from San Francisco — Clem Whitaker. They quickly discovered how remarkably well they worked together, took on joint management of the state campaign, and won — to the astonishment of everyone concerned.

chose for themselves. In 1953 they took time out for a trip abroad, and it bore out all their expectations, in richness and variety of experience and joyous companionship.

A small cruise ship, the *Stella Polaris*, proved ideal; they touched many places, from the Virgin Islands to ports of Yugoslavia and the Middle East, where larger liners do not ordinarily go. They especially loved the Holy Lands and the beautiful Greek Islands, Greece and the friendly, hospitable Greek people. They spent much time in the beautiful Palace Gardens in Monaco, and are modeling a small terrace after one of the large ones there; and they did not forget to visit the little town in northern Scotland for which Kelso, Washington, is named.

### HAPPY VACATION

But their interests ranged far beyond the personal. They wanted to see Israel for themselves, and did; they visited both East and West Berlin, and drove the long 100-mile corridor to Vienna, so absorbed in zestful conversation that they completely missed the checking station. And yet they got through without trouble, to the amazement of the authorities at the Vienna end.

San Francisco was home until a year ago, when they bought a house in Kent Woodlands, and expanded and remodeled it to suit their needs and tastes. Clem Whitaker, who says of his wife in one capacity, "Finest production man I have ever known!" also declares she would have made a wonderful home designer.

Theirs is a delightful house, furnished with well-chosen, beautiful things of many periods, completely livable, yet also rather formal, as befits some of the entertaining they do. For people of importance in government and business, often drop in on the Whitakers. Governor Goodwin J. Knight is both an old friend, and a more than satisfied client. He and the charming First Lady are frequent visitors at Canary Canyon.

### HOUSE PLANNING

Most of her planning for the house, Leone laughingly admits, she has done right in the middle of campaigns. But it is characteristic of her that these ideas have been just as happy as any to do with the business. And she manages her home as ably, with the help of an Irish cook who has been with them for fourteen years, and a devoted chauffeur-houseman. He, incidentally, was not above getting up in the middle of one recent stormy night, to help stem some of Marin County's raging waters.

There is room for the three grown Whitaker children, and the four grandchildren, when they come to visit, and all revel in the

(Continued on Page 22)



A WOMAN OF DISTINCTION

as a competent and experienced campaign manager. But that is getting ahead of the story.

Redding was having a Water Carnival, and young Leone Baxter got a job with Ernie Smith, doing publicity for it. Soon she was selected as Executive Secretary-Manager of the Redding Chamber of Commerce — one of the first women ever to hold this type of position. At that time the people

They then decided to join forces permanently, opened offices in Sacramento, and three years later moved to San Francisco. In 1935 they were married, and their personal life has been as fortunate as their professional one, although, as the nature of their mayor state and national campaigns must indicate, they have had to spend much time away from home.

One such interval, however, they

## CITY AND COUNTY OF SAN FRANCISCO

GEORGE CHRISTOPHER, MAYOR

## Directory of City and County Officers

## ELECTIVE OFFICERS

## MAYOR

209 City Hall, Z 2, MA 1-0161  
**GEORGE CHRISTOPHER, Mayor** Jan. 8, 1960  
 JOSEPH J. ALLEN, Executive Secretary  
 SIDNEY HARRINGTON KESSLER, Confidential Secretary  
 MRS. PATRICIA CONNICH, Personal Secretary  
 GEORGE J. CRUBE, Administrative Assistant  
 JOHN D. SULLIVAN, Public Service Director

## SUPERVISORS, BOARD OF

235 City Hall, Z 2, HE 1-2121  
**JOHN J. FERDON, President**, 153 Montgomery St., GAJ-5117 Res. 2906 Broderick St., JO 7-9493 1-8-60  
**WILLIAM C. BLAKE**, 264 Malibu Way, JO 7-5788 Res. 1542-34th Ave., Z 2, 1-8-58  
**MATTHEW C. CARBERRY**, Calif. Academy of Sciences, Golden Gate Park, Res. 1542-34th Ave., Z 2, 1-8-58  
 MY 4-5409 Res. 1542-34th Ave., Z 2, 1-8-58

**CASEY, JOSEPH M.**, 235 City Hall, HE 1-2121, Exc. 487 Res. 1007 Monterey Blvd., LU 1-3586 1-8-60  
**HAROLD S. DORRIS**, 311 California St., Z 4, GA 1-4991 Res. 1007 Monterey Blvd., LU 1-4344 1-8-60  
**Dr. CHARLES A. ERTOLA**, 251 Columbus Avenue, DO 2-0935 Res. 775 Francisco St. GR 4-3272 1-8-60  
**JAMES LEV HALLEY**, Rm. 705, Flood Bldg., 870 Market St. GA 4-6636, PL 3-1727 Res. 140 Panama Drive, AT 2-1235 1-8-60

**J. EUGENE McATFER**, 209 Jefferson St., Z 23 PR 4-1475 Res. 150 Santa Ana Ave. Z 27, LO 4-2464 1-8-58  
**FRANCIS J. McARTY**, 220 Montgomery St., EX 2-3475, Z 4 Res. 3234 Divisadero Street, Z 23 FI 6-6062 1-8-58

**MRS. CLARISSA SHORTALL McMAHON**, 701 Market St., Z 1 YU 6-4648 Res. 1849 28th Ave., Z 2 SE 1-1582 1-8-60

**HENRY R. ROLPH**, 310 Sausalito St. YU 6-0700 Res. 2626 Lyon St. WA 1-8168 1-8-58  
**JOHN R. McGRATH**, (Clerk of the Board), HE 1-2121, Exc. 284  
**ROBERT J. DOLAN**, Chief Assistant Clerk

## STANDING COMMITTEES

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**COUNTY, STATE AND NATIONAL AFFAIRS** — Halle, Ertola, Rolph  
**EDUCATION, PARKS AND RECREATION** — McArthur, Casey, Dobbs  
**FINANCE, REVENUE AND TAXATION** — Dobbs, McArthur, McMahlon  
**JUDICIARY, LEGISLATIVE AND CIVIL SERVICE** — McArthur, Halle, Rolph  
**POLICE** — Casey, Blake, Garbary  
**PUBLIC BUILDINGS, LANDS AND CITY PLANNING** — Rolph, Dobbs, McArthur  
**PUBLIC HEALTH AND WELFARE** — Ertola, Garbary, McArthur  
**UTILITIES** — McArthur, Casey, Ertola, McMahlon  
**STREETS AND HIGHWAYS** — Blake, Halle, McArthur  
**RELIGION** — Ertola, Garbary, Halle

## ASSESSOR

**RUSSELL J. HUNN**, 101 City Hall, Z 2, 1-8-59

## DISTRICT CLERK

**THOMAS J. McJANNET**, 101 Montgomery St., Z 11, LO 2-22 1-8-60

## CITY ATTORNEY

**DION R. HOLMES**, 101 City Hall, Z 2, HE 1-1522 1-8-58

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**EDWARD J. McMAHON**, 101 City Hall, Z 11, EX 2-1535 1-8-59

## SHERIFF

**DAN GALLAGHER**, 101 City Hall, Z 11, 1-8-60

## TREASURER

**JOHN J. GOODWIN**, 101 City Hall, Z 11, HE 1-1522 1-8-58

## COURTS

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 C. HAROLD CAULFIELD HARRY J. NEUBARTH  
 MELVYN I. GRONIN ORLA ST. CLAIR  
 EUSTACE CULLINAN, JR. MILTON D. SAPIRO  
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 I. L. HARRIS WILLIAM F. TRAVERSO  
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 JOHN B. MOLINARI ALBERT C. WOLLENBERG  
 EDWARD MOLDENBUHR  
 JOSEPH M. CUMMINS, Secretary  
 480 City Hall, Z 2, UN 1-8552

## MUNICIPAL COURT JUDGES—KL, 2-3008

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 CARL H. ALLEN JOSEPH M. GOLDEN  
 RAYMOND M. CRATA EDWARD O'DAY  
 BYRON ARNOLD ALVIN E. WEINBERGER  
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 CHARLES S. PERRY  
 IVAN L. SLAVICH, Clerk and Secretary  
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 A. C. McCHESNEY, Jury Commissioner  
 105 City Hall, Z 2

**TRAFFIC FINES BUREAU**, 164 City Hall, Z 2, KL 2-3008  
**JAMES M. CANNON**, Chief Division Clerk

## GRAND JURY

487 City Hall, Z 2, UN 1-8552  
 Meets Monday at 8:00 P.M.  
 FRED PARR COX, Foreman  
 MRS. SYLVIA LADAR, Secretary  
 DAVID P. SUPPLE, Consultant-Statistician

## ADULT PROBATION DEPARTMENT

604 Montgomery St., Z 11, YU 6-2950  
**JOHN D. KAVANAUGH**, Chief Adult Probation Officer  
 Adult Probation Committee  
 Meets at call of Chairman and 2nd Thursday each month.

**KENDRICK VAUGHAN**, Chairman, 604 Sausalito St., Z 4  
**MAURICE MOSKOWITZ**, Secretary, 2900 Lake St., Z 11  
**REV. MATTHEW F. CONNOLLY**, 349 Fremont St., Z 5  
**RAYMOND BLUM**, 671 Montgomery St., Z 5  
**FRED C. JONES**, 628 Hayes St., Z 2  
**ROBERT A. PEARODY**, 456 Post St., Z 4  
**FRANK RATTIO**, 526 California St., Z 4

## YOUTH GUIDANCE CENTER

175 Wadsworth Ave., Z 16, EX 1-5740  
**THOMAS F. STRYGULA**, Chief Juvenile Probation Officer

## Juvenile Probation Committee

Meets at call of Chairman  
 MRS. FRED W. BLUM, Secretary, 1772 Jackson, Z 18  
 ROY N. PUELL, 443 Bush St., Z 8  
 REV. JOHN A. COLLINS, 420-29th Ave., Z 21  
 JACOB KUBERGER, 109 California St., Z 2  
 MRS. EDGAR H. LION, 2790 Green St., Z 23 WA 1-0663  
 JAMES S. KEARNEY, 1871-15th Ave., Z 21  
 MRS. MARSHALL MADSON, 2910 Vallejo St., Z 23, FI 6-1222  
 REV. JAMES M. MURRAY, 1825 Mission St., Z 1

## OFFICERS APPOINTED BY MAYOR

## CHIEF ADMINISTRATIVE OFFICER

THOMAS A. BROOKS, Chief Admin. Officer  
 289 City Hall, Z 2, HE 1-2121  
 Vacancy—Executive Assistant  
 MARIAN T. FETT, Confidential Secretary

## CONTROLLER

**HARRY D. ROSS**, 109 City Hall, Z 2, HE 1-2121  
**WREN MIDDLEBROOK**, Chief Assistant Controller  
 Legislative Representative, FEDERAL

## LEGISLATIVE REPRESENTATIVE, STATE

**DONALD W. CLEARY**, 23 City Hall, Z 2, MA 1-0161 and HE 1-2121  
 Hotel Senator, Sacramento 17 (during sessions)

## DEPARTMENTS UNDER THE MAYOR

## ART COMMISSION

100 Larkin St., Z 2, HE 1-2121  
 Meets first Monday of each month at 3:00 P.M.  
**HAROLD L. ZELLERBACH**, President, 514 Battery St., Z 11  
**JERRY K. HAGOPIAN**, Vice President, Malibu Tower, Z 4  
**BETTY (Mrs. Bill L.) JACKSON**, 2835 Vallejo St.  
**DR. BERNARD C. BEGLY**, 450 Suter St.  
**JAMES MOORE**, 47 Malmo Drive  
**MRS. CLARE LEWIS**, 540 Suter St.  
**OSCAR O. PETERSON**, 116 New Montgomery  
**MRS. ALBERT CAMPODONICO**, 2770 Vallejo St.  
**ALBERT ROGER**, 11 Montgomery St.  
**JOHN GARTH**, 1141 Market St.  
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 President, Calif. Palace Legion of Honor  
 President, Civ. Planning Commission  
 President, de Young Museum  
 President, Public Library Commission  
 President, Recreation and Park Commission  
**JOSEPH H. DYER, JR.**, Secretary

## CITY PLANNING COMMISSION

100 Larkin St., Z 2, HE 1-2121  
 Meets first and third Thursdays each month at 2:30 P.M.  
**ROGER D. LAPHAM, JR.**, President, 233 Sausalito St., Z 4  
**ROBERT T. LILLIENTHAL**, Vice-Pres., 813 Market St., Z 4  
**DONALD B. KIRBY**, 109 Stevenson St., Z 5  
**MRS. CHARLES L. KIRBY**, 109 Stevenson St., Z 5  
**THOMAS P. WHITE**, 400 Brannan St., Z 7  
 Ex-Officio Members  
**THOMAS A. BROOKS**, Chief Administrative Officer  
**JAMES H. TURNER**, Manager of Utilities  
**PAUL OPPENHORN**, Director of Planning  
**JOSEPH MIGNOLA**, Secretary

## CIVIL SERVICE COMMISSION

151 City Hall, Z 2, HE 1-2121  
 Meets every Wednesday at 4:00 P.M.  
**FRANCIS P. WALSH**, President, 68 Post St., Z 4  
**W.M. A. LAHAR**, Vice-Pres., 151 California St., Z 4  
**JOHN L. HOGG**, 290 Guerrero St., Z 3  
**W.M. L. HENDERSON**, Sec'y. and Personnel Director

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# EARLY PUBLIC SCHOOLS IN SAN FRANCISCO

By A. J. CLOUD, Record Contributing Editor

## SCHOOL PROGRESS FROM 1856 TO 1866

(The preceding article in this series told the story of the first public high school in California. This was the "Union Grammar School," organized in San Francisco in 1856, and predecessor in a direct line of the Lovell High School of today. The installment that follows carries an account of the next stages in public school development in our city.)

"What the best and wisest parent wants for his own child, that must the community want for all its children—John Dewey.

### BENJAMIN FRANKLIN'S REJOINDER

This month of February marks the two hundred fiftieth anniversary of Benjamin Franklin's birth. It may be appropriate, then, to recall his remark when he attended at Paris one of the first balloon experiments. Being asked, "What is the use of a balloon?" Franklin rejoined, "What is the use of a new-born baby?"

Franklin, it may be added, like Jefferson, showed an intense interest in education through his long and illustrious career.

### PUBLIC CONCERN OVER EDUCATION

San Francisco citizens throughout the pioneer era—as well as afterwards—despite the excitement and turmoil of the times, repeatedly exhibited the most vital concern over the moral and intellectual development of the younger generation in their midst. Consequently, it becomes important to find how many of school age were



DR. A. J. CLOUD

in attendance at the public schools, as well as to learn what provision was being made for their educational welfare.

### ENROLLMENTS

The figures of attendance read: In 1827, 20 to 30; in 1852, 791; in 1856, 3,370; arriving at a total of 31,128 by 1875. Meantime, the city's population had surged forward from an estimated 50,000 in 1856 to 150,000 by the U. S. census of 1870.

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Beautiful Trinity Church located at northeast corner Post and Powell streets. San Francisco Public Library photo shows edifice in 1867.

### NUMBER OF SCHOOLS AND TEACHERS

From 1851 to 1866, two high schools, ten grammar schools and eleven primary schools had been opened and were in full swing. The number of principals and teachers by 1866 approximated 200.

### FINANCE

Expenditures, beginning at \$23,125 in 1852, had reached \$348,862 in 1865. These costs seem to have included not only operating expense but also sums for the purchase of sites and erection of buildings. A considerable fraction of the total, varying according to legislative enactments, came from State School Fund apportionments.

### GOVERNMENT OF SCHOOL SYSTEM

The School System was governed by a Board of Education constituted of twelve members elected by wards into which the city had been geographically di-

vided by virtue of a law that went into effect in 1856-57. The office of Superintendent of Public Schools had become subject to election by the voters at large.

(Author's note: The above statistics and other informational materials have been gathered from the 1875 report of Superintendent James Denman, a rare copy of which has been kindly loaned to the author by Hon. William Denman, Chief Judge U. S. Court of Appeals, son of James Denman.)

### A BIRD'S-EYE VIEW OF THE CITY

A glance of the San Francisco of the decade, 1856-1866, will provide a setting for the further narrative of public school development. During that period, the population had more than doubled. The city walls, so to speak, had spread beyond their earlier confines, chiefly in a Southerly direction, with scattering outposts in Hayes Valley and "Cow Hollow" along Union Street.

A vivid picture comes to light in the recollections of a newspaper publisher of later days who arrived in San Francisco as a youth in 1861. He wrote that his "first home was on the Southwest corner of Post and Powell Streets where the St. Francis Hotel now stands. . . Post Street beyond was a waste of drifting sand. In a general way, settlement west was bounded by Stockton Street." (*Author's note: Extract from memoirs of James ("Jim") Wilkins.*) By 1866, though the tall spires of stately Temple Emanu-El had risen on Sutter Street west of Stockton, surmounted by golden globes, a landmark for the distant eye to see.

While there were many commodious homes in the present-day areas of Chinatown, Telegraph Hill and North Beach, the mansions of the wealthy had sought new locations at South Park and Rincon Hill. The "steam-paddy" had cut down the sandhills of Market Street to clear a way beyond Fifth, and horse-drawn cars had begun their operations.

Montgomery Street, however, remained the hub of the downtown business district. On it rose famed hostels, Russ House, Lick House and Occidental Hotel. At the corner of Montgomery and Post towered the majestic Masonic Temple, while opposite it diagonally on Market where the Crocker Building now stands, the Antelope restaurant dispensed to its patrons oysters at 20c per plate.

#### THE WAR YEARS

Politically, these were troublous times in California as they were throughout the nation. In San Francisco occurred the fatal Broderick-Terry duel. In the presidential election of 1860, the State gave Abraham Lincoln a narrow margin of victory. March 1861, saw the riders of the Pony Express carry President Lincoln's first Inaugural Address from St. Joseph, Missouri, to Sacramento, by relay of horse and man, in the unprecedented time of seven days and seventeen hours. Inspired by the eloquence from pulpit and rostrum of the Reverend Thomas Starr King and Colonel E. D. Baker, the citizens of San Francisco maintained firm allegiance to the Union.

#### THE SAN FRANCISCO HIGH SCHOOL

Contemplating the critical tempo of the decade, one night, with reason, assume that the schools would suffer severely. That they did not is amply attested, as will appear below.

As heretofore related the first high school in California had been created in August, 1856, in San Francisco, under the name of "Union Grammar School." After a trial run of a year and a half, the Board of Education re-named the



San Francisco Public Library photo shows majestic Masonic Temple mentioned in Dr. Cloud's article.

institution "San Francisco High School." Furthermore, the Board kept it open both to boys and girls, extended its course of study, and declared it to be a permanent high school. In that year (1858) City Superintendent Henry E. Jones reported: "The San Francisco High School has attained a reputation that commands the respect and favor of all our citizens."

#### FIRST GRADUATION

The graduation exercises of the first class to receive diplomas from this school were held in December 1861. (Fort Sumter fell on April 14, 1860; Bull Run was fought on July 21, 1861.)

Eleven students, four girls and seven boys, were found worthy of graduation at the conclusion of a three-year course of study. According to an eye-witness, "these young ladies and gentlemen were critically examined before a crowded audience, and acquitted themselves with honor and distinction." Andrew J. Moulder, then State Superintendent of Schools, spoke at these exercises, and also lauded the school and its value to the city.

#### DEDICATION CEREMONY

The rented church building on Powell Street between Clay and Sacramento in which the high school classes were held was purchased by the Board in 1860. The building, having been reconstructed for school purposes, was formally dedicated in September of that year with suitable ceremonies.

On that auspicious occasion, the principal address was delivered by the eminent clergyman and brilliant orator, the Reverend Thomas Starr King, whose statue stands in the Capitol at Washington, D. C., as one of two selected by the Legislature to represent the

State of California. (*Author's note: His tomb reposes on the site of the Unitarian Church at Geary and Franklin Streets in San Francisco.*) Attending the exercises was Colonel Thomas J. Nevins, the city's first Superintendent of Schools, who as far back as 1852 had recommended the formation of a public high school.

#### THE BOYS HIGH AND THE GIRLS HIGH

Until 1864 the high school had housed both boys and girls, but in June that year the Board decided to separate the sexes. It voted to discontinue the title "San Francisco High School," and in place of the single institution to organize two to supersede it. One of these was named "Girls High School," the other "Boys High School." (In July 1863, the battle of Gettysburg and the capture of Vicksburg; in November 1863, the Gettysburg Address; in the Spring of 1864, Grant contending against Lee in Virginia, and Sherman—who had been a banker in San Francisco fewer than eight years before—fighting toward Atlanta.)

The Girls High was instituted in a brick building at the corner of Bush and Stockton Streets, under the guidance of Principal Ellis H. Holmes, transferred from the same position in the earlier San Francisco High School. The Boys High retained the building formerly occupied by the San Francisco High. George W. Minns, who had been a teacher of "Natural Sciences" in the earlier institution, took on the duties of Principal at Boys High. His tenure continued until 1866 when he was succeeded by Theodore Bradley, theretofore Principal of Denman Grammar School.

(To be continued)

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## RICHARD NIXON

(Continued from Page 9)

When the present superintendent, Dr. Charles T. Samuels, and his secretary, June Truckler, checked the scholastic record of Richard Nixon, they expressed amazement.

"Why," said Dr. Samuels as he leafed through the record sheets that did not reveal the subjects studied or the grades achieved, "he didn't miss a day in the fifth or sixth grades. He must have been the healthy one."

"What's this?"

"He was out for the winter and spring semester in the seventh grade. There is no reason given. But he must have gone to school because he was a member of the eighth grade, only 12 years old, too, the next fall, and he graduated."

One of his sixth grade teachers is still active at the Whittier

Intimates of his family and his mother relate that he went to live with an aunt, Jane Milhous Beeson, in Lindsay, Calif., that January to "study music." Even then Richard Nixon was learning to play the piano. Later he was to sum up the results of this effort by remarking:

"I don't play as well as President Truman."

That probably was the only time he ever gave a Democrat the edge in anything.

There are indications that Nixon was absent for another reason.

His older brother, Harold, was a victim of tuberculosis. The disease eventually killed him, but not without a fight by his mother. She took him to Prescott, Arizona, a haven for sufferers in those days.

Richard Nixon may have gone with her. Or he may have remained out of school to carry on with his duties at the store.

Whatever the reason for his ab-

serious ones.

He even was serious and methodical—and resourceful.

One summer he was in Prescott with his mother and his sick brother. He picked up some pocket change by "barking" at a wheel of fortune concession during the Prescott Frontier Days Rodeo.

In the 7th grade he made his first effort as a debater.

He was one member of a two-boy team that opposed a girls' team. The subject was:

"Resolved, That insects are more beneficial than harmful."

He prepared his argument by going to the authorities. It happened that one of his numerous uncles in the community was an entomologist.

Youthful Richard Nixon went to see the uncle, came away with a barrage of facts concerning the helpful attributes of bugs and insects. These he delivered in a solemn, intense manner, marked

of hymn singing.

Always he was a busy little bee. If he had completed his chores, worked about the store, prepared his lessons for the next day, his mother more than once required him to help her with the chore of dinner dishes.

He didn't like that work. He considered it "girl's work." But, typically of the character that rapidly was becoming solidified and which placed service before selfish desires—and sometimes manipulated circumstances so the facts would support his conclusion—he took steps.

"Richard always pulled the blinds down tight so that people wouldn't see him with his hands in a dishpan," his mother recalls.

After he finished grammar school, Richard Nixon was enrolled as a freshman student at the Fullerton Junior High School on Sept. 4, 1928. His home address was Leffingwell Road in



RICHARD NIXON'S BIRTHPLACE AS IT APPEARS TODAY

Elementary school. She is Esther Williams. She instructed Richard Nixon, the grade student, in arithmetic.

"He was a good, quiet, serious student," Miss Williams recalls. "I don't remember any problems of discipline with him."

"All I can say was that he was a good student and very quiet. You don't remember much about the quiet ones and the good students, now, do you?"

Why Richard Nixon attended the second semester of the fourth grade at the Whittier Elementary school now is the subject of conflicting memories.

sence from Whittier Elementary school during those months, he did keep up with his studies. The following autumn he was admitted as a matter of routine to the eighth grade.

Life even then was serious for Richard Nixon. In fact, it appears that life always was serious for Richard Nixon. His brother, Donald, now recalls:

"None of us had too much time to play. Dick has had a lot to make him serious."

But it is a subject of discussion among acquaintances whether events made Richard Nixon serious or whether he made the events

for a boy of his years.

Naturally, he was a member of the winning team. The girls had no more chance against him than did another woman years later, Actress Helen Gahagan Douglas, whom he defeated in a contest for a United States Senate seat.

Three times on Sunday, and once during the week, Frank and Hannah Nixon took their children to Quaker services. For them, Sunday was not the time for a day at the beach. At the meeting house young Nixon sometimes played the piano during the period

East Whittier.

He studied English I, Latin I, algebra I, general science, orchestra and physical education that year.

The grading system then used at Fullerton rewarded the student with "1," "2" for work less satisfactory, and so on down the line to the fourth and lowest classification.

That year Richard Nixon received "1" in every subject during the year with the exception of orchestra. His orchestra grade was "2."



In a high school intelligence test he scored a "59." The norm for that examination was 35.

His sophomore year at Fullerton turned out to be his worst year scholastically.

He studied English II, Geometry, Latin II, Orchestra, and Physical Education.

For English II, Geometry, and Latin II he was rewarded with "1." He received a "2" in his second English course, another "2" for his efforts in the orchestra, and a "3" in physical education.

#### TRANSFERRED

The next year he transferred to Whittier High School.

Those who knew Nixon then remember different versions of the transfer.

The official report is that Nixon's home was midway between the two schools. It was just as easy for him to go to Whittier as to Fullerton, which, after all, was merely a junior high school. He had attained the stature of a third-year high school student.

Another version is that he failed to get along with his classmates who, reportedly, made life so unpleasant for him that he decided to try a new school. His rapidly developing opinionated manner was supposed to be the cause of his failure to integrate socially.

But it is hardly possible that Richard Nixon had more than the usual amount of difficulty experienced by an articulate teen-ager of intelligence in getting along with his fellow students.

He was just too smart and anxious to get ahead to go around making enemies.

"I can't believe the story he left Fullerton because he didn't get along," says Heber Holloway, who rode the school bus with him and who now is assistant superintendent of the Whittier Union High School District.

"In fact, I can't remember much about him. He was the quiet type. Never in trouble."

#### RECORD BETTER

Whatever the real reason for Richard Nixon's change in schools, he did much better scholastically at Whittier than he did during the second year at Fullerton.

He attended classes in English III, Latin III, Advanced Algebra, Chemistry, and Physical Education.

His grade record is a straight "1" with the exception of the first quarter in English II and Physical Education. In those classes he received "2," but lifted the grade to "1" for the second, third, and fourth quarters of the academic year.

He did not participate in campus activities.

His name does not appear on the pages of the Cardinal & White, the year book published by Whittier high school for that year.



Probably he was concentrating on his school work. Also he was developing as a "little merchant."

As a growing boy, he needed a coin now and then for spending.

Typically of the family philosophy, his parents did not supply this money. But they did provide him the opportunity to earn it.

His father gave him sole charge of the vegetable counter in the family store. All the profit he could make went into his bank account.

He did the buying, driving to the Los Angeles public market before sunrise, dickering with the local produce growers. He arranged his displays. He bet he knew how much of what the trade would buy in a day—an important wager, for the spoilage on vegetables comes fast.

He began building up a college "bank account," for he was beginning to show interest in studying law.

Just how early this interest developed is uncertain.

His cousin, writer Jessamyn West, a child with him in Yorba Linda, relates that when he was under 9, he was interested in history, government, and political history.

She says that his Sunday School teacher of that era once remarked:

"I expect that Richard Nixon will some day be President of the United States."

That could be corn. But Cousin Jessamyn remembers it just that way.

When Richard Nixon was Vice President, Miss West asked the teacher what had inspired such a prediction for a child so young.

He replied:

"He had an unusual grasp of and interest in history and especially government and political history. That gave him direction.

GIRLHOOD HOME of Richard Nixon's mother in Whittier, California, in 1897. It has since been moved away to make room for a super-market.



ESTHER WILLIAMS

Young Richard Nixon's sixth grade teacher in arithmetic.

"I thought he had the necessary character and energy to carry him in that direction to the top. The top in that direction is the Presidency."

Members of Richard Nixon's family also must have discussed politics and government at the dinner table and before the fireplace, which the Vice President remembers as the "biggest in the world."

(Continued on Page 18)

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## RICHARD NIXON

(Continued from Page 17)

Frank Nixon was Miss West's Sunday School teacher. She says: "He related his Sunday School lessons to life about us, to politics, local and national. His class was so popular it overflowed the space allotted to it and if I could have

point where he was a money winner.

He competed in the Times' oratorical contest—and took home a prize of \$20. Acceptance of the money would have made him a professional had he been a sandlot ballplayer but the \$20 did not arise to haunt him in the future when he was one of the region's out-



Nixon family store in Whittier. The store was formerly a church and Nixon's father used the belfry as an office.

attended it a few more years I think I might have become a fair stateswoman myself."

Richard Nixon had few, if any, problems as a senior at Whittier High School. He became a campus leader. His grades suffered.

As a fourth-year student, he studied Physics, Latin IV, Trig, Journalism and Physical Education.

It was during this year that Richard Nixon won his first political campaign.

### ELECTED GENERAL MANAGER

He was elected general manager of student body affairs.

The position required him to be an administrative officer under the authority of the faculty. He was the chief of staff, as it were, carrying out and anticipating the orders and desires of the commander-in-chief.

He was responsible, for example, that all water buckets be filled when a football game started. He could do the chore himself or see that the team manager carried out the mission. Fellow students recall the manager usually filled the water bucket.

As general manager of student body affairs, Richard Nixon more than likely had something to say concerning the editorial policies involved in publication of the school's year book, the Cardinal & White.

The Whittier high school class prophecy in the mention of Richard Nixon.

"As I take up a copy of the Los Angeles Times I see June Albright's name as sports editor . . . Here too is Richard Nixon. He sponsors the Times oratorical contests which are still going strong."

That was the first indication that Nixon was developing his talents as a public speaker to the

standing debaters.

O. C. Albertson, who was Richard Nixon's high school principal, remembers him as a serious student. Apparently seriousness was the hallmark of Richard Nixon as a student wherever he studied.

"Dick Nixon was a very alert, serious-minded student who never needed any help from the principal," Dr. Albertson says. "He knew what he wanted and went out and got it."

"Dick Nixon was the best organizer we ever had," recalls Alvin Whitcomb, director of athletics. "He took care of the details."

Mrs. Jennie Layvin, his history teacher, recalls Richard Nixon as the student who was always willing and able to touch off classroom discussion.

"But he was not a prankster like the other students," she says.

### CONTROVERSIAL MEMBER

He was a controversial member of the student body. He liked to argue. He had definite opinions. He expressed them. He was not afraid to say what he thought on any subject, according to his fellow students.

But this assertive attitude, apparently, did not handicap him in winning the school's popularity contest and election as general manager of the student body.

When Richard Nixon was graduated from Whittier High School he went back to work in the family grocery store, on East Whittier Boulevard, for the summer.

There was no question in his mind but that he would go to college in the fall.

He planned to attend co-educational Whittier College in his home town, an educational institution founded by the Quakers in 1901. Since then the college has severed its formal relations with the

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Whittier College's 25 buildings are situated on a 100-acre campus in the residential section of the city. With an enrollment of about 1,000 students, the college has a quiet, leisurely, dedicated air.

One of its show pieces is the Broadwicks School of Early Childhood Education, which the college literature describes as "one of the outstanding institutions of its kind in the United States."

The college is a member of the Southern California Intercollegiate Athletic Conference. It maintains a full inter-collegiate and intra-

mural athletic program. But it does not compete in the powerhouse league that is known as the Pacific Coast Conference.

The curriculum is designed for the award of the degree of Bachelor of Arts or Bachelor of Music. Its graduate school offers the degree of Master of Arts, Master of Science, or Master of Education.

### PART TWO OF THE RICHARD NIXON STORY APPEARS IN MARCH ISSUE OF THE RECORD

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## LETTERS TO THE EDITOR

Editor:

May I thank the City and County Record for the fine support it rendered me during the recent Mayoralty campaign?



In calling to the attention of the public the many problems that confront San Francisco and my proposals in that connection, I am sure we were thus able to alert the electorate to their responsibility. I am grateful for their response and thank them for giving me the substantial vote of confidence which inspires me to redouble my efforts on behalf of San Francisco.

Thanking you again, I am,  
Very sincerely yours,  
GEORGE CHRISTOPHER

### LETTER OF APPRECIATION EAST BAY MUNICIPAL UTILITY DISTRICT

One of the greatest obligations of a publicly owned utility is to inform its consumers of its current operations, policies and problems, as well as its plans to meet the



ture needs of the area it serves. The year 1955 has been an eventful one for the East Bay Municipal Utility District and its consumers, and the George H. Allen Publica-

## POLICE COMMISSION OF THE CITY AND COUNTY OF SAN FRANCISCO



PAUL A. BISSINGER  
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HAROLD R. MCKINNON, Pres.  
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S. F. Police Commissioner

tion served as an important link in keeping our owner-public informed of these events.

As we reach the beginning of the new year, on behalf of the Board of Directors and personally, I wish to thank you for your active interest in the Utility District's program and your cooperation during the year.

Most sincerely,  
LOUIS J. BREUNER,  
President

O'Shaughnessy Dam, a part of the San Francisco water system located in the high Sierra, stores 117 billion gallons of water in the Hetch Hetchy Reservoir.

The first telephone exchange in California was established at San Francisco February 17, 1878.

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### Chinese New Year Festival To Be Held February 12-19

A three-day public New Year Festival in Chinatown will highlight the celebration of the 4654th year of the ancient Chinese lunar calendar. The first day of the "Year of the Monkey" is Sunday, February 12, 1956, which will start off a round of banquets, family gatherings and private observances in the homes. The week-long welcoming of Chinese New Year will be climaxed by a public celebration on Friday, Saturday and Sunday, February 17, 18 and 19. A Festival Queen will be selected to reign over the colorful New Year fete.

A weekend of festive entertainment and traditional activities in Chinatown, all free to the public, has been planned by the New Year Festival Committee under the auspices of the Chinese Chamber of Commerce. On the programs are Chinese music, Oriental fashion shows, native dances and plays, and a street carnival with a grand parade Sunday, February 19.

### J. W. REINFELD TAX COLLECTOR CITY VETERAN

J. W. Reinfeld, named last July to the top job in the Tax Collector's office by Chief Administrative Officer Thomas A. Brooks, is a ca-



J. W. REINFELD  
San Francisco Tax Collector

reer veteran in the service of San Francisco, having served more than thirty-two years.

Reinfeld has been head cashier of the tax collection department and succeeded the late Walter R. Allen, who retired on account of disability, and later died as a result of his illness.

Reinfeld spent twenty-four years as cashier in the recorder's office. He holds a law degree and with his wife Winifred, resides at 52 Almaden Court.

He is highly regarded as a competent, efficient city executive.

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## CESARI REELECTED MERCHANT-BOOSTER PRESIDENT

Paul J. Cesari, president of the P. J. Cesari Advertising Novelty Company, Inc., has been re-elected president of the North Beach Merchants and Boosters' Association.

The P. J. Cesari Advertising Novelty Company has been in operation for the past twenty-eight years.

Other officers elected include:

First vice president, Joe Cervetto; second vice president, Frank Lavezzo; Treasurer, Fred J. Casas; secretary, Richard Raffetto and Sergeant-at-Arms, Pete Gallinetti.

Elected to the seventeen-man board of directors were:

Elios P. Anderlini, Orlando Bandoni, Vince Boccicchi, Alex D'Angelo, Armond J. De Martini, Supervisor, Dr. Charles Ertola, Under-sheriff John P. Figone, Guido Lenci, Edmund Leveroni, Peter Leveroni, Al Malvino, John Moscone, John P. Figone, Jr., John Sabini, Joseph V. Arata, Warren Weiss and Stephen Mana.



NEW FLIGHT—Mayor George J. Christopher of San Francisco holds symbolic link between San Francisco and Chicago as American Airlines inaugurates a new flight "The Forty-Niner" Sunday, January 15. The forty-niner is Bayard F. Ellis of San Francisco. Looking on are Lois Brooks, "Miss Chicago" and Betty Truby, "Miss Cincinnati," both of American Airlines.

## JOE TARANTINO PERMIT-APPEAL COMMISSIONER

Mr. Joseph C. Tarantino, a prominent figure in the smoked fish field, has been appointed vice president of the Board of Permit



JOSEPH C. TARANTINO

Appeals. Along with this honor he was appointed a director of the Marine Exchange.

Tarantino was born in San Francisco on April 16, 1904. He was educated at the Washington Grammar School, Polytechnic High School and Heald's Business College.

He entered the business world by working for the Bank of America and the Union Oil Company of California.

Since 1940 Tarantino has been associated with the Bell Smoked Fish Company, one of the leading smoked fish houses in the San Francisco Bay Area. He is president and general manager of the firm.

This well-known personality is secretary-treasurer of the Northern California Sea Food Institute and is a member of the board of directors of the Western California Fish Company.



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## Henry R. Rolph's Selection As Supervisor Restores Famed Name To City's Rolls

The selection by Mayor George Christopher of Attorney Henry R. Rolph to fill the vacancy on the San Francisco Board of Supervisors created by Christopher's move from supervisor to mayor, once



HENRY R. ROLPH

gain puts the world famed name of Rolph on San Francisco's municipal roster.

Rolph, 41-year-old attorney fills the unexpired term of Christopher which ends January 8, 1958.

A native of San Francisco, he the son of former Congressman Tom Rolph and a nephew of the late Mayor and Governor James "Sunny Jim" Rolph.

He was graduated from Lowell High School, Stanford University and Stanford Law School.

### MARINE SERVICE

As a Marine officer in World War II, Rolph took part in the operation at Iwo Jima, which was maxed when a detail of men from his outfit raised the American Flag on Mount Suribachi. He is discharged as a major.

The supervisor-to-be accepted an appointment only after a week 10 days' consideration.

"When I was approached to become a supervisor the idea was quite startling to me," Rolph, who never has held a public office,

said. "I had never thought of it, and I had to consider the matter. "I decided a supervisor's role would be a great opportunity for me to come out of the stands, play on the field and take part in the development of our great city."

### SEEKS PLAYGROUNDS

Rolph, a Republican, said he is most interested in development of playground and park facilities, and of "our harbor—the finest in the world."

Rolph lives with his wife, the former Barbara Sherwood, and their children, Henry R. Jr., 7, and Barbara Josephine, 5, at 2626 Lyon Street.

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## Geneva Olson, Secretary To W. P. Fuller, Heads Executives' Secretaries

Annual installation of officers and directors of the San Francisco Chapter of Executives' Secretaries, Inc., was held Thursday evening, January 12, at the Sir Francis Drake Hotel.

Miss Geneva Olson of W. P. Fuller & Co., accepted the President's gavel from Mrs. Elizabeth Wallace Pacific Telephone and Telegraph, last year's leader. President Olson then announced committee appointments and briefly outlined tentative plans for the 1956 activities of the group.

The following will serve during 1956: Vice President, Miss Ellen Swenger, (American Trust Co.); Secretary, Miss Alvina Burkhardt, (Eastman Kodak Co.); Treasurer, Miss Esther Mattix, (Barrett Construction Co.); Sergeant-at-Arms, Miss Signe Burns, (Western Employers' Service); Membership Director, Mrs. Marie Bonelli, (Podesta-Baldocchi); Notebook Director, Mrs. Jean Watson, (Watson Brooks); Program Director, Mrs.



GENEVA OLSON

Rita Imlay, (California & Hawaiian Sugar); Ways and Means Director, Mrs. Marie G. Clark, (San Francisco Chronicle).

Executives' Secretaries Inc., is national in scope and is comprised of top women in administrative firms. It is unique in that it is the only organization of its kind where the company holds the membership and the woman is the firm's representative.

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San Francisco, California**BAY VIEW  
FLORIST**4919 THIRD STREET  
ATwater 2-6863 San Francisco**LEONE BAXTER**

(Continued from Page 11)

garden, the swimming pool, "the highest swing in Marin County," the tiny, yellow-breasted birds that flash through Canary Canyon; the squirrels, hoot owls and deer that remind them they are really living in the country.

With all this, Leone has less time than formerly for ballet, theater and opera, which she enjoys and appreciates, and supports as a member of the Opera Guild, the Opera Association, and the various Museums. She also likes to read, and often keeps several very different books going at a time.

She can do justice to all these interests, for her talent for straight thinking extends to every department of her life. Her husband will tell you she is a very feminine person. This is evident in her charm, looks, style and gentle manner.

Perhaps it is why Leone Baxter and Clem Whitaker complement each other so well. Each is an individual, with particular gifts, but they are in complete accord as to what they do with these.

Their success in their original field has been phenomenal, but they agree that no reward could compensate them for taking on any campaign in which they did not firmly believe. Whatever they do must, in their eyes, be for the good of the Community, state or nation. Brains they have, and also a rarer endowment, a clear sense of direction; but their simplicity, kindness and unassailable integrity have undoubtedly done as much to prosper them in all their undertakings.

And it is these which set Leone Baxter apart from women who are merely lovely, or just brilliant. From the moment you meet the straight glance of her dark-lashed blue-green eyes, and feel the warmth of her wonderful smile, you are aware as well of the quality of mind and spirit which lies behind—you know that here is a woman of real and surpassing distinction.

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YUkon 2-0719**C. W. Horn Elected  
Presiding Judge of  
Municipal Court**

On January 18, 1956, Clayton W. Horn was unanimously elected Presiding Judge of the Municipal Court, following the elevation of Presiding Judge Walter Carpeneti



JUDGE CLAYTON W. HORN

to the Superior Court. Judge Horn was born in Cleveland, Ohio, and came to California at the age of four, where he has lived ever since. He received his education in San Francisco, attending John Swett and Lincoln Grammar Schools, Polytechnic High School and received his law degree from Golden Gate College, being admitted to practice in the State of California in 1-930. He engaged in general practice of law until November, 1949, at which time City Attorney Dion R. Holm appointed him a Deputy City Attorney. In that capacity Judge Horn specialized in trial work and was one of the senior trial attorneys at the time he was appointed to the Municipal Bench by Governor Goodwin J. Knight on January 27, 1954. As

part of his trial work as a Deputy City Attorney he prepared briefs and argued nine appeals, eight in the District Court of Appeals and one that went to the Supreme Court, winning all of them. He was also instrumental in the winning of two additional cases involving the doctrine of Last Clear Chance, that were determined in favor of the City by the Supreme Court. In 1953 he served as an alternate delegate to the State Bar Convention from the San Francisco Bar Association.

Since his appointment to the Municipal Bench, he has served in all of the departments, both criminal and civil, and while in the criminal division, made a special study of probation law. While sitting in moving traffic he instituted several reforms which resulted in speeding up disposition of the calendar.

He is married to a San Francisco girl, Alma Koch, and reside at 136 Garfield Street in the Ingleside district. Photography and music are two of his hobbies, and a number of his pictures appeared in the San Francisco Bar Association Journal issue covering the 1953 convention at Monterey.

He is chairman of the Constitutional Committee of the West of Twin Peaks Lions Club, an active member of Islam Shrine Band and a member of the following organizations: San Francisco Bar Association, Olympic Club, Municipal Motorcycle Officers of California, San Francisco Trowel Club, Commonwealth Club, California Commonwealth Club, California Improvement Association, Pyramid Lodge No. 562, F & A M, San Francisco Square Club, Saints and Sinners Conference of California Judges, South of Market Boys, Lawyers Club, an honorary member of the Internat. Brotherhood of Teamsters, Local 960, and West of Twin Peaks Professional and Executive Association.

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## 1955 BUSINESS

(Continued from Page 4)

dealers, 8 per cent; drugs, 13 per cent; tobacco, 5 per cent; dry goods and apparel, 1 per cent; furniture and house furnishings, 23 per cent; automotive equipment, 17 per cent; electrical appliances, 19 per cent; electrical equipment, 22 per cent; hardware, 10 per cent; plumbing and heating equipment, 17 per cent; lumber and construction materials, 18 per cent; and industrial machinery, etc., 11 per cent.

Transportation: Port of San Francisco revenue tonnage, freight car movements, bridge truck and passenger vehicle traffic and San Francisco Airport traffic in 1955 all surpassed the previous year by good margins and a few established new records. San Francisco Port revenue tonnage increased 5.5 per cent; freight car movements, 6.5 per cent; bridge truck movements, 6.3 per cent; and airport traffic established new highs with passengers on and off mounting to 2,595,808, up 15.5 per cent; air freight 59,517,952 pounds, up 4.2 per cent; air mail 35,130,196 pounds, up 19.4 per cent; and air express 8,210,332 pounds, up 24.2 per cent. Cargo vessel arrivals in an San Francisco Bay in 1955 totaled 638 compared to 4,662 in 1954. Bridge vehicle crossings set new highs with the Bay Bridge total for the year amounting to 32,332, up 37 and the Golden Gate Bridge total of 13,968,539.

Automotive travel into California during 1955 established new highs with out-of-state visitors entering Northern California by passenger automobile accounting for 72 per cent of the state entries of 2,238,169 persons, a gain of 3.1 per cent. Californians returning through Northern California's highways accounted for another 352,169 persons or 49.6 per cent of the state's total. Prospective visitor and newcomer written inquiries to the San Francisco Chamber of Commerce during 1955 topped 1954 by 7.2 per cent.

Utilities: Sales of electrical energy in San Francisco, exclusive of state lighting and state railway, during 1955 exceeded the previous year by 5.4 per cent and commercial gas sales increased 10.1 per cent, but industrial water consumption just equalled the previous year.

Population and Consumer Prices: The San Francisco Chamber of Commerce population estimate of 807,000 on January 1, 1956 closely approximated the estimate of the leading utilities serving the city, and it is anticipated that by the end of the year San Francisco will have at least 810,000 residents.

San Francisco consumer prices

In December 1955 were fractionally higher than a year ago but the four quarter average was down 0.6 per cent based on the All Items Index reported by the United States Department of Labor. Food prices were also down 0.6 per cent, housing 1 per cent, transportation 1.8 per cent and personal care 1.1 per cent. Opposing these trends apparel prices were up 0.9 per cent, rent 2.3 per cent, medical 1.0 per cent and miscellaneous 0.2 per cent.

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## WHIT HENRY

(Continued from Page 3)

served within California's system of State Parks. At the normal rate of cutting, the remaining first growth Redwoods will disappear within 45 years. Forested lands for several miles along the Redwood Highway in Humboldt and Del Norte Counties have already been acquired through State expenditure matched with private donations, and the League is co-operating with the State in order that the giant Redwoods may stand in an unbroken line of grandeur.

Even though wide areas of primeval Redwood forest have been saved in California's northwestern counties . . .

The work is far from finished!

Several outstanding groves are still to be saved. For one, a tract of giant trees on Smith River in Del Norte County, near the Jedediah Smith Redwoods State Park, considered by many the finest of all the Redwood groves. Also, the Redwoods north of High Rock, near Dyererville, in Humboldt County, are immediately in the path of lumbering operations. This is "The Avenue of the Giants"—world famous.

Far sighted, loyal Californians will assist the Save-the-Redwoods League in its fight to preserve for posterity those beauties of the Redwoods that are enjoyed by all today. After visiting various Redwood groves the late Theodore Roosevelt, a former President of the United States said, "I appeal to you to save these mighty trees, these living monuments of beauty. There is nothing more practical in the end."

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MARCH, 1956  
VOL. 23 — No. 3

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**WILSON MEYER**, *President, Wilson & George Meyer & Co.* (See story on Page 5)  
*President, Cow Palace, L-A Agricultural District*

## LETTERS TO THE EDITOR

OFFICE OF THE MAYOR  
San Francisco

Editor:  
The recent issue of your fine magazine is very complimentary



MAYOR GEORGE CHRISTOPHER  
indeed, and I want to thank you for your courtesy.

It was very kind of you to devote this space to me and I assure you that I will redouble my efforts in order to justify all that you have said.

Mrs. Christopher joins me also in thanking you.

Please extend my appreciation to Bill Flynn.

GEORGE CHRISTOPHER,  
Mayor

## CITY AND COUNTY OF SAN FRANCISCO

Office of Tax Collector, City Hall  
February 16, 1956

Editor:  
Thank you for the splendid article on the Tax Collector in your



J. W. REINFELD  
San Francisco Tax Collector

February issue. Also the grand job you did on a difficult photo.

I appreciate it very much.

Sincerely yours,

JAMES W. REINFELD,  
Tax Collector



## Meet the Jewetts who set up housekeeping in Eureka in 1936

**20 YEARS AGO**—when Fred and Mary Jewett were married, they had just 7 appliances: range, waffle iron, water heater, iron, toaster, radio, clock.

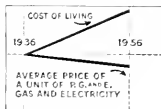
**TODAY**—their inviting home has 25 appliances, including: range, refrigerator, washer and dryer, toaster, coffee maker, waffle iron, 2 clothes irons, corn popper, mixer, vacuum cleaner, vacuum broom, television, radio-phonograph, 2 radios, 3 clocks, infra-red lamp, sewing machine, power saw, water heater and furnace.



## Today they buy \$22 worth of gas and electricity for \$13

...for the average unit price is far less today than it was in 1936

Surprised at all the appliances the Jewetts have bought since they were married? Then count up all the appliances you've added through the years... and chances are you'll find your own story is pretty much the same. In fact, if you're like the average California family, you're using three times as much gas and electricity today as twenty years ago. Naturally, all this extra gas and electricity is bound to increase your bill. But it's far lower than it would have been twenty years



back. That's because P. G. and E. now charges far less per unit, on the average, than it did in 1936. Take the Jewetts: a month or so ago their bill came to only \$13.23. Twenty years ago the same amount of gas and electricity would have cost them \$22.35! You're probably making similar savings yourself. Can you think of anything else in your budget that actually costs you far less today than it did twenty years ago? No wonder we say...

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RICHARD H. ALLEN, Associate Editor  
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### Contributing Editors:

William Flynn—Record Biographies: What Henry—Around and About  
Dr. A. J. Cloud—Education, S. F. Public School History  
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MARCH, 1956

## Around and About

By WHIT HENRY

TODAY, CALIFORNIA PRODUCES 99 per cent of all American grown olives. Little did the Franciscan padres realize back in 1767, when they brought the first olive tree cuttings to California, that they were laying the cornerstone of a tremendous industry. They planted the trees around their missions for shade and for the olive oil they would produce.

### OLIVE GROWING

As years went by, the warm, dry interior valleys proved even better than the coastal area for growing olives. By the middle 1880's olive growing had become a commercial industry in California.

A wonderful discovery was made in 1900 when it was learned that olives could be canned like other fruits. The California ripe olives were like nothing else anyone had ever tasted and were a far cry from the bitter salt-cured European ripe olives. These new olives had a rich, mellow, nutlike flavor. They were black on the outside and light brown on the inside.

At first, just the folks in California knew about ripe olives, but gradually people visiting here from other parts of the country began sampling them and liking them and taking some back home with them. Today, no matter where you live, you can buy California ripe olives.

### DEVELOPED METHODS

Olive growers and packers developed over the years their present-day cultural and processing methods with the approval of the California Department of Health, resulting in this present-day superior product. During the curing process, the bitter-tasting ripe olives as they come from the trees

are almost magically transformed into rich, mellow flavored fruit. These are then packed in brine in (Continued on Page 23)

How well  
do you know  
San Francisco?



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## CHAMBER HEAD PROMOTED WITH UTAH CONST. CO.

Chamber President E. W. Littlefield was elevated this month to the position of Executive Vice President.



**EDMUND W. LITTLEFIELD**  
Exec. Vice-Pres., Utah Constr. Co.  
Pres. S. F. Chamber of Commerce  
dent of Utah Construction Company, continuing also as Secretary, Treasurer, Director and member of the firm's Executive Committee.

Mr. Littlefield's former post with Utah was General Vice President and Treasurer, in which status he entered the firm in 1951. In 1952 he also became Secretary and was named to the board of directors in 1953.

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## Coughran Named Chairman of Chamber's World Trade Week

Tom B. Coughran, newly-elected Third Vice President of the San Francisco Area World Trade Association, has been named Chair-



**TOM B. COUGHRAN**, Chairman  
S. F. Chamber of Commerce  
1956 World Trade Week

man of the Chamber's World Trade Week celebration slated for May 21-27. The observance will be part of the Golden Gate Trade and Maritime Festival jointly sponsored by the Chamber, World Trade Association, Junior Chamber of Commerce, Port of San Francisco, the Porpella Club and others.

Coughran's business affiliation is vice president and manager, international banking department, Bank of America N.T. & S.A.

Details of a comprehensive World Trade and Maritime program aimed at promoting public understanding of San Francisco's stake in world commerce will be announced shortly.

The first overland expedition to California left Sonora, Mexico, on January 8, 1774.

## World Trade Association Reorganizes For More Effectiveness; N. Most Elected New President

A freer and more powerful World Trade Association of the San Francisco Chamber of Commerce has been created, promising less duplication of Chamber committee work and more aggressive and authoritative action in behalf of promoting world trade through the Port of San Francisco.

Nathan Most, vice president and treasurer of Getz Bros. and 1955



**ALVIN C. EICHHOLZ**  
Secretary, San Francisco Area,  
World Trade Association

President of the Association, has been re-elected to head the reorganized group, whose name is now:

The San Francisco Area World Trade Association of the San Francisco Chamber of Commerce.

Other 1956 Association officers are: George Talmage, vice president, Pacific Transport Lines, First Vice President; Forrest Brookman, partner, Atkins Kroll & Co., Second Vice President; Tom B. Coughran, vice president and manager, international banking department, Bank of America N.T. & S.A., Third Vice President; Robert Taylor, assistant vice president, American Trust Co., Treasurer; and Alvin C. Eichholz, Manager, World Trade Department, San Francisco Chamber, Secretary.

### REORGANIZATION

Highlights of the reorganization are as follows:

1. While still an affiliate of the Chamber, the Association may henceforth be able to make known its views and take action in its special field, independent of the Chamber.

2. The bulk of the Association's membership will be made of San Francisco Chamber members, but it will now be open also to members of other Bay Area chambers of commerce and other organizations.

3. The Chambers' World Trade Committee will be merged with the



**NATHAN MOST**  
Vice Pres. and Treasurer of Getz Bros.  
Heads Reorganized World Trade Group

Association whose Policy Committee henceforth will serve as the Chamber's World Trade Committee.

4. The Association will have autonomy and freedom similar to that of the Chamber's Retail Merchants Association in its field, and this freedom will serve as an incentive to an energetic promotion and development program.

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# WILSON MEYER

President, Wilson & George Meyer & Co.

President, Cow Palace

1-A District Agricultural Association

By WILLIAM FLYNN, Record Staff Writer

**THE WELL-WORN CLICHE** that a family's fortunes range from shirt sleeves to shirt sleeves in three generations does not apply to the history of a San Francisco firm headed by Wilson Meyer, outstanding businessman and civic leader.

The firm Wilson & Geo. Meyer & Co., is more than a hundred years old. Its management during the decades has been sufficiently versatile to meet changing conditions with changes in strategy and tactics that have made it increasingly successful.

The organization was a product of the Gold Rush of '49 that touched off the agricultural and industrial development of California.

It continues not only to astonish the world but anyone who has lived in California more than five years.

## TRADITIONS OF COMPANY

Many years ago, the traditions of the company were shaped and moulded into a form which almost guarantees that company executives will be able to meet the continuing challenge of changing conditions.

When the company was established in 1850, its main concern was occupation was importing. When the economy of California demanded raw materials. They were available in the region, but the means of producing them were not present.

Consequently, steel beams, cement and other building materials are imported. The economy needed paint, lumber, nails and the hundreds and hundreds of items of commerce that were necessary to meet the demands of the continually expanding economy.

In those days before the construction of railroads and highways, importing such material required the exclusive use of ships. The company became a shipping concern.

## INDUSTRIAL DEMANDS

Little needs to be written of what happened to California's industrial demands during the last hundred years.

Had the company officials been led to the needs of the future, the company would now only be remembered once in a while.

But it began to change at a pace that kept it in step with the economy of the region. The date of the major change was World War I.



WILSON MEYER, President  
Wilson & George Meyer & Co.  
President, Cow Palace

Importing became of less concern. The marketing of domestic products of greater concern.

Now there is little resemblance between the activities of the mid-Twentieth century Wilson and Geo. Meyer & Co. and the founding organization. Today the firm is more interested in the market potential of plastics than it is in shipping. It is as much interested in the commercial possibilities of chemistry as it is in importing.

The company today is a sales and distribution organization. It leverages its talents to selling and promoting the consumption of bulk quantities of agricultural and industrial chemicals and plastics.

In these fields, its abilities and talents are used by such organizations as—Eastman Chemical Products, Inc., a Division of the Eastman Kodak Company; Stauffer



CAPT. WILSON MEYER and members of the San Francisco Sheriff's Posse on parade at Treasure Island during the World's Fair. The Sheriff's Posse was one of the great drawing cards during the life of the Fair.

—Photo courtesy of Mr. Edgar A. Hills, from his collection

Chemical Company; and Norsk Hydro of Norway, one of the world's largest producers of nitrogen.

The Meyer company distributes Stauffer's agricultural phosphate production as well as the entire output of the Garfield, Utah, plant of Western Phosphates, Inc., in which Stauffer has an interest.

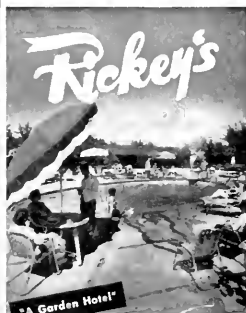
For Eastman Chemical Products, the company distributes Eastman's family of Tente plastics from which so many new, durable, colorful and useful articles for household and industry have been made in recent years; also Kodapak acetate sheeting, Chromspan yarns and Tenamenes, the latter important components of today's modern high-octane, knock-proof gasolines.

## COMPANY'S OPERATIONS

The Meyer company's operations for Norsk Hydro of Norway are in the pioneer traditions of the firm. By chartered ships and established steamship lines, it imports and distributes up and down the Pacific Coast huge quantities of Norwegian calcium nitrate and urea plant foods manufactured by Norsk Hydro, one of the world's largest manufacturers of atmospheric nitrogen.

In the development of this trade, it has worked up a thriving reciprocal trade of substantial benefit to Pacific Coast farmers. The ships which bring the Norwegian plant foods return with their holds filled with citrus fruits, prunes, raisins, nuts, flour and grain. Sometimes the same ships that brought the nitrates return with the products

(Continued on next page)



4 FAMOUS RESTAURANTS

Palo Alto, San Francisco and Stonestown, California

## WILSON MEYER

(Continued from Page 5)

of the Western farmers who bought the fertilizer.

To handle these and other accounts, the firm has offices not only in San Francisco, but in Los Angeles, Portland, Seattle, Spokane, Salt Lake City, Denver, Phoenix and Fresno—head office being in San Francisco.

The history of the founding family which has kept the company in step with the changes of the industrial civilization that has developed during the century is closely linked with San Francisco.

The great uncle of Wilson Meyer, president of the firm, was William Meyer. He was a member of the 1851 Vigilance Committee of 1850.

This event and others in the tapestry of history that relates the story of San Francisco and California are highlighted with mementos and relics of the past years in a special historical museum that has been established at the company's head office on Montgomery Street.

### GREAT CONTRIBUTIONS

While it is doubtful if Wilson Meyer will participate in an event as exciting and perhaps significant as the establishment of the Vigilance Committee, he none-the-less has made great contributions to the building of San Francisco and California.

\* \* \*

Wilson Meyer was born in San Francisco on January 23, 1896, the son of George H. C. Meyer and Olga Meyer. He was educated in the local grammar schools, was graduated from the Lowell High School, and was awarded a Degree of Bachelor of Arts by the University of California in 1915. During World War I he served as a Captain attached to the Seventy-fifth Infantry.

When his military service was concluded, he naturally entered the family business. Currently, he holds these titles:

President, Wilson & Geo. Meyer & Co.

President, Wilson & Geo. Meyer & Co., Intercontinental.

Senior Partner, Wilson Meyer Co.

He also has something to say about how affairs are conducted in the community.

### DIRECTOR WELLS FARGO

He is a director of the Wells Fargo Bank, the oldest bank west of the Rockies; the Emporium-Capwell Company, leading retail organization; and the Redwood Empire Association. He has served as director and vice president of the San Francisco Chamber of Commerce.

His clubs are:

Golden Bear, University of California, Phi Kappa Sigma Fraternity, Bohemian Club, Pacific



100 YEARS AGO membership certificate of San Francisco's Vigilance Committee of 1850 carried the signature of Wilson Meyer's Great Uncle, William Meyer, as treasurer.

Union Club, French Club, St. Francis Yacht Club, California Club (Los Angeles), Burlingame Country Club, and the American Legion.

In 1920, he married Mabel Wilson of Wasonville. Their children are Jeffery Wilson Meyer, a veteran of World War II and a vice president of the family firm, and Mrs. Charles Quarre of Bakersfield. The family home is at 22 Twenty-second Avenue, San Francisco.

It has been during his years of association with the Cow Palace, as a director of Agricultural District 1-A, that Wilson Meyer has made his greatest contribution to the more spectacular and public pages of his personal history. He was appointed a director by Governor Earl Warren, now Chief Justice of the United States.

Wilson Meyer and his wife liked to ride horses. They liked to ride horses because it was an outdoor sport that all members of the family could participate in with equal enjoyment.

### DEVELOPED HIS RIDING

From the status of week-end outing with the children, Meyer developed his riding to the point where he and his wife started to buy horses. Anyone can imagine what happened next. They decided to show the horses in competition, so they began traveling the horse

show circuit in California.

When it came time for San Francisco to fill out a program of events at Treasure Island during the 1939 Exposition, Meyer organized the first San Francisco Sheriff's Mounted Posse and his group was one of the star attractions on Treasure Island.

From that beginning, Meyer began to manage shows. Notable were his contributions to the annual show held at the Menlo Circus Club on the San Francisco Peninsula. He found he liked show business.

### COW PALACE COMMITTEE

All this led to his association with the Cow Palace, first in a capacity of committeeman and arranger of the spectacular horse shows. His work was rewarded by appointment as a director by Governor Warren, and he now serves under Governor Goodwin J. Knight.

His colleagues on the Board also honored him with election as president of the Cow Palace.

When the future of San Francisco and California is considered, there sometimes are questions that seem difficult to answer. But then the history of the historic Meyer firm comes into focus with its parade of competent individuals who not only have had the welfare of

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their community at heart, but also had the ability to keep its operations in step with the times.

Then the future with its questions does not seem so difficult for it is logical to suppose that such individuals as Wilson Meyer will meet the challenge of the moment for the good of all the citizens of the community.



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## "Cinerama Holiday"

**WHAT HAPPENS WHEN TWO YOUNG COUPLES** are selected by Producer Louis de Rochemont to enjoy a holiday or even honeymoon that represents the fulfillment of dreams? They've never been a hundred miles from home, nor have they ever been before a motion picture camera. Now, the ten million people who are Cinerama's audience are to be their companions. Disbelief in their luck, certainly; coupled with a thrill and an excitement that was almost unbearable—this was only a beginning.

### WONDERFUL HOLIDAY

With an idea to express—how wonderful a holiday may be—how much fun and how much true revelation and discovery were involved, the de Rochemont talent scouts had a stimulating challenge.

Two young people from the Midwest were to be picked for a European adventure that took in Switzerland's carefree playgrounds in the high snow meadows, the breathless bob-sled runs and ski-

slopes, the fireside camaraderie that follows, and then Paris the Paris of the Parisian, the Paris of the Bohemian and the Paris of the Tourist.

A Swiss couple was to have its holiday in America a harvest festival in New England, jazz in New Orleans, gambling in Las Vegas, many of the other things that make up a European's dream of America.

John and Betty Marsh of Kansas City were selected after weeks of patient interviews and tests. John was a capable young dentist, the busy partner of his father in a thriving practice. Betty, his wife, sang in the church choir and had been taking singing lessons and

CINERAMA HOLIDAY presents the adventures of two young couples, John and Betty Marsh of Kansas City, Missouri, and Fred and Beatrice Troller of Zurich, Switzerland. Top, left: Sleigh-riding in the beautiful winter playland of Switzerland. Top, right: Ria Baran and Paul Falk, star performers of the "Holiday on Ice" troupe, dance on the rink of the Suveretta House in St. Moritz. The young couple appear in "Cinerama Holiday" in a most beautiful and exciting ice skating exhibition.

Above, left: High in the Swiss Alps, Movie Producer Louis de Rochemont supervises filming of "Cinerama Holiday," second film to be made in the Cinerama process. Above, right: On a motorscooter tour of the United States are Fred and Beatrice Troller. This "typical young couple" was chosen by Movie Producer Louis de Rochemont to appear in "Cinerama Holiday," the second film made with the three-eyed Cinerama camera.

drama instruction. She had modeled, too, in a Kansas City specialty shop and had a flair for clothes. Betty designed and made many of her own dresses. To embark on their once-in-a-lifetime Cinerama adventure, the Marshes said goodbye to work and careers in Kansas City. It was, to them, a vacation and a holiday. Once ended, they would return.

### BOTH ARE STUDENTS

Fred and Beatrice Troller lived in Zurich. Both had been art students. When they married, Beatrice became a housewife. Fred's success as a commercial artist was

mounting. He had done designs for the Swiss airline. An airline official recommended the Trollers to Mr. de Rochemont's scout. Tests were made of many couples. Mr. de Rochemont said that no decision was ever more difficult than deciding among the seven finalists. From their home at the foot of the majestic Alps, the huge Swissair plane carried the Trollers, bubbling with excitement and adventure, to St. Louis to meet the Marshes, as they, too, took off on their adventure.

Trying to understand each other, (Continued on next page)

the things they had in common and the things in which they differed, occupied their first minutes. The American idea of a short courtship drew little enthusiasm from the visitors from Switzerland. They thought it better to wait, to be sure. Marriage wasn't "like the movies." Beatrice Troller had heard about adoring and hard-working American husbands. "Does John really do the dishes?" she asked. "Well, under pressure and without enthusiasm, he'll do some of them sometimes. Doesn't Fred?"

"I should say not! That's my domain!" Beatrice answered.

#### BOTH YOUNG COUPLES

That both the Trollers and the Marshes had a wonderful time is as foregone a conclusion as the fact that the Marshes didn't find Switzerland and Paris what they expected it to be and that the Trollers didn't discover an America to match their preconceptions.

Apache Indians in Arizona without warpaint, wearing dungarees and eating canned fruit, startled the Trollers. San Francisco proved a thrilling subject for the sketchbook in which Fred kept a record of personal impressions. The Vista-Dome California Zephyr roaring through the canyons of the Colorado gave them a magnificent sense of the difference in size and scope between America and the tiny picture-book Switzerland.

The Marshes loved Switzerland, the Swiss, the Swiss idea of fun. It was fun that didn't end with the snow and ice sports, but continued to the happy hours around the dining table or before the roaring fire, singing, toasting, laughing over the day's adventures.

#### PARIS WAS DIFFERENT

Paris was different, with meanings and beauties hidden behind the mists of the centuries. Aweed by Napoleon's Tomb, deeply moved by a High Mass at Notre Dame, fascinated by long loaves of newly baked bread as it came out of the old ovens or enjoying traditional onion soup at an all-night restaurant, Paris was a series of never-ending delights. They sat with a French family and, in their home, discovered a Frenchman's and a Frenchwoman's idea of a home and family, and how it differed from an American idea. They saw the chic splendor of a Jacques Fath fashion show and the high-stepping, brightly colored gaiety of a Paris night-club floor show.

And then the two couples met again in New York, to see Cinerama for the first time and to bring to an end a holiday that the couples can never hope to duplicate.

Their future? The Trollers wanted to see more of America, particularly Mexico. Fred wanted to finish his sketch book as a kind of



free-wheeling diary of the visit. Then back to Zurich, to pick up where he left off.

John and Betty Marsh hurried home to Kansas City. Both said they wanted another holiday in Europe, to see it all over again, and to look for the things they missed the first time. But first, John said, his career was dentistry. "I can work all day as a dentist without getting tired," he said. "But in front of those lights, the microphones and the camera, I get worn out."

There is a belief in the East that no experience is ever complete until it is understood. The Trollers and the Marshes are thrilled that millions of people will see "Cinerama Holiday," and that they can live their adventures over again with them.



Top, right: Beatrice and Fred Troller of Zurich, one of the two lucky young couples selected to star in "Cinerama Holiday" are shown in a close up, exhibiting extreme delight at their marvelous good fortune. Top, left: John and Betty Marsh of Kansas City, Missouri, the other lucky young couple, survey the roofs of Paris from the side of a gargyle on Notre Dame.

Above, right: John and Betty on their first trip to Europe, listen to the skiing instructor before setting down the Parsenn slope near Davos, Switzerland. Above, left: Waiting for spring to come to Paris, John and Betty go boating on a lake in the Bois de Bologne.

Faster lenses used for "Cinerama Holiday" permit greater flexibility, and the illusion of reality is further extended by the phenomenal range and fidelity of Cinerama Sound.

Tickets for "Cinerama Holiday" are available in San Francisco at the Orpheum Theatre and from the Crane box office.

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## LETTERS TO THE EDITOR

THE BOSTON GLOBE  
Boston 7, Mass.

February 20, 1956

Dear Mr. Allen:

Your handling of the Nixon story is beautiful. I hope to see the rest of it in succeeding issues.

The whole magazine is interesting, even at this distance.

Very truly yours,

L. L. WINSHIP, Editor

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MERRITT C. SPEIDEL  
President

PALO ALTO, CALIFORNIA  
February 20, 1956

Editor:

Please send at your earliest convenience 10 extra copies of the City-County Record for February containing the "Life Story of Our Vice-President."

Sincere congratulations to you on your enterprise in securing the publication rights of the story. It reflects credit on both the publisher and the City-County Record.

Please extend my congratulations also to Bill Flynn on his exclusive part of the story, and at the same time please convey to him my cordial greetings and sincere best wishes.

Cordially and fraternally,

MERRITT C. SPEIDEL,  
President



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THOMAS P. BROWN, Publicist

615 ALVARADO STREET, San Francisco, 14

Editor:

This letter to you, Mr. Esteemed Journalist, is inspired by the pleasure and the profit which I have derived from reading your current series of articles headed "Early Public Schools in San Francisco" by the distinguished Dr. Archie J. Cloud, contributing editor on your staff.

I hasten to say that in carrying this feature, the City-County Record, dedicated to the best interests of San Francisco, is rendering distinct public service—our schools are always in our hearts.

Along with this, I congratulate you upon enlisting the services of Doctor Cloud who is so well fitted by experience in the educational world, by acquaintance with men of affairs, and by his command of English to carry through this historical series.

One of the pleasing and instructive characteristics of his articles is that in letting us know what occurred when San Francisco's educational history was in the making, he also orients the events with other happenings of the day. This helps one to know who was who and when was when.

My best wishes to you and to Doctor Cloud and more power to the City-County Record of San Francisco, if need be.

Cordially ever,

THOMAS P. BROWN

Noonday Rock of the Farallon Islands, off San Francisco, is a submerged peak named for the clipper "Noonday," which struck it and sank there in 1863.



THOMAS P. BROWN  
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The Annual Ball of the San Francisco Police Department will be held on Friday, April 13th and Saturday, April 14 at the Civic Auditorium. The admission price is one dollar.

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# EARLY PUBLIC SCHOOLS IN SAN FRANCISCO

By A. J. CLOUD, Record Contributing Editor

No. 3 of a Series

(Continuing the story of the beginnings of the public school system of San Francisco, the present article will give a further idea of progress during the Sixties.)

## THE PUBLIC SCHOOLS FROM 1860 TO 1870

"Only the educated are free"—Epictetus.

### RAPID GROWTH OF THE PUBLIC SCHOOL SYSTEM

In 1863, Superintendent of Schools George Tait remarked: "Our school system was inaugurated under the most favorable auspices—it is not strange that the career of our schools, during the twelve years of their existence, should have been distinguished for its sure and rapid progress." The truth of that observation is wholly borne out by a study of the official reports of that period. A brief summary follows.

Starting to count from the year 1861, the public school system then had a total of 19 schools, 91 teachers, and a pupil enrollment of 6,617. By 1870, these figures had mounted to a total of 53 schools, 371 teachers, and an enrollment of 22,151 pupils.

In the middle of the decade, a severe shortage of classroom "seats" led the Board of Education to enter upon an extensive building program, financed by means of a bond issue and a "special building tax." Thus it was that Superintendent Pelton in 1866 could report that: "During the year our school facilities have been greatly increased." By 1870, public school property was valued at \$1,729,500.

The aggregate expense of "tuition" in 1868 was placed at \$256,392, of which amount the salaries of teachers are listed at \$241,000. It is interesting to find, in passing, that in that year Superintendent



DR. A. J. CLOUD

James Denman noted that "the health of both pupils and teachers had been unusually good," ascribing that circumstance to the "salubrious climate" and to the "vigilant care exercised by the teachers."

### TWO TYPICAL PRIMARY SCHOOLS

In the professional vocabulary of the period, the term "primary" was used to designate schools comprising grades eight through five. The youngest children entered grade eight, and surviving, were promoted to the grammar school from grade five. A description of two of these public primary schools in San Francisco during this era follows.

### THE GREENWICH STREET SCHOOL

The Greenwich Street school dated back to January, 1858, when it was begun at a site between Jones and Leavenworth Streets on Greenwich. Classes were opened in an "old brick building which was formerly occupied by a city hospital." The school grew in size to such a degree that in 1864 the structure housing it was "enlarged," and the enrollments continuing to increase. In 1875, the school was granted "a new, three-story-story wooden building."

lin." In 1866, the school was removed to a large wooden building on Broadway near Polk Street, (and later became, and continues to be, a well-known grammar school).

### OTHER PRIMARY SCHOOLS

A brief survey of several other primary schools of the period seems appropriate. Among them were the "Pine and Larkin," begun in 1857 in a small, one-story wooden building on Bush Street near Hyde, (surviving to this day as the Redding School); the "Hayes Valley," organized in 1863 in a



GEARY STREET, CORNER STOCKTON, 1867

— S. F. Public Library Photo

### THE SPRING VALLEY SCHOOL

The Spring Valley school had been organized by Superintendent Thomas J. Nevins in February, 1852 "in a small wooden house used for church and school purposes on Union Street near Frank-

two-story building on Grove Street between Larkin and Polk, (at site of present day Civic Center); the "Fairmount" in 1864, on Cheney Street near Randall, (also surviving to the present time); and the "Potrero," in 1865, at the corner of Kentucky Street and Napa. A special word may be said about the "Powell Street Primary," which was opened, as stated by Superintendent James Denman in his 1875 Report, in 1855, in "probably the oldest American school building in San Francisco, being erected by the Rev. F. E. Preveaux, for a private school, in 1850." The location was on Powell Street between Clay and Washington.

Many of the earliest public schools in the city are described as "mixed"—that is, they held both grammar and primary grades, and enrolled both boys and girls. Into that category fall such popular schools as the Rincon, Valencia and Mission, all three of which were operating in this decade.

### THE COSMOPOLITAN SCHOOLS

Alongside of the 3 R's, the Cosmopolitan schools gave instruction in modern languages — French

(Continued on Page 22)



EVERETT GRAMMAR SCHOOL

Some 800 boys and girls were enrolled at this school — Everett Grammar, built in 1868 on the site now occupied by Everett Junior High School. Not shown is a small two-story frame building that was used as for manual training an assembly hall and and domestic science.

# RICHARD MILHOUS NIXON

## Vice President of the United States

(EDITOR'S NOTE—This biography of Vice President Richard Milhous Nixon was written by three members of the BOSTON GLOBE'S staff—William Flynn, California correspondent; Joseph F. Dineen, Jr., staff correspondent, and John Harris, political editor.

THE RECORD purchased publication rights from The McClure Newspaper Syndicate of New York.

THE RECORD publishes this biography of the Vice President without change as a public service—so its subscribers and readers may be more fully informed about one of the most controversial political figures of our times.)

BY WILLIAM FLYNN, JOSEPH F. DINEEN, JR., AND JOHN HARRIS  
IN FOUR PARTS — Part Two

WHEN RICHARD NIXON WAS GRADUATED from Whittier

High School he went back to work in the family grocery store, on East Whittier Boulevard, for the summer.

There was no question in his mind that he would go to college in the fall.

He planned to attend co-educational Whittier College in his hometown, an educational institution founded by the Quakers in 1901. Since then the college has severed its formal relations with the Friends but their ideals continue to dominate its activities. There isn't an ashtray on the campus.

Whittier College's 25 buildings are situated on a 100-acre campus in the residential section of the city. With an enrollment of about 1,000 students, the college has a quiet leisurely dedicated air.

One of its show pieces is the Broad Oaks School of Early Childhood Education, which the college literature describes as "one of the outstanding institutions of its kind in the United States."

### MEMBER COLLEGE

The college is a member of the Southern California Intercollegiate Athletic Conference. It maintains a full inter-collegiate and intramural athletic program. But it does not compete in the powerhouse league that is known as the Pacific Coast Conference.

The curriculum is designed for the award of the degree of Bachelor of Arts or Bachelor of Music. Its graduate school offers the degree of Master of Arts, Master of Science, or Master of Education.

The school also provides professional and pre-professional training in the fields of law, medicine, dentistry, nursing, home eco-



RICHARD MILHOUS NIXON  
Vice President of the  
United States

nomics, business administration, government service, Christian service, social service and education.

There are specialized courses in the supervision and administration of such youth serving agencies as the Y.M.C.A., the Y.W.C.A., Boy Scouts, and Girl Scouts, plus supervised training.



Dr. Charles T. Samuels, present superintendent of Whittier elementary schools, attended by young Richard. In the picture he is looking over pupil Nixon's records, with his secretary, June Truckler.

The faculty numbers about 75.

The fundamental objective of this educational effort is summed up in a quotation from the works of John Greenleaf Whittier, cut in sandstone over the fireplace in the main hall of the residential type administration building.

The words are:

*Early hath Life's mighty question  
Thrilled within the heart of youth  
With a deep and strong beseeching  
What and where is truth.*

Above these words, against a wall of tired brown, hangs a por-

trait of a stern Whittier.

To the right is the business office where Nixon paid his first semester's tuition, \$125.

To the left is the Registrar's office where he filed a transcript of his high school academic record.

Being only 17, Richard Nixon was an exception to the average age for freshmen. But exactly what freshman Nixon was like as a 17-year-old freshman is hard to tell.

For it is here at Whittier College (Continued on next page)

## VICE PRESIDENT RICHARD M. NIXON

(Continued from page 11)

that a Nixon legend of greatness already is developing.

Naturally, the school is proud of its most illustrious alumnus. The memories of some associates with the college "who knew him" become conveniently blank when any point comes up which does not bear out the legend that Nixon was always a genius of great character.

A vivid memory of Nixon as a star student at Whittier College comes from its now president, Dr. Paul S. Smith. During Richard Nixon's undergraduate days, Dr. Smith was his history professor.

Dr. Smith is a tall man with a full head of charcoal gray hair.

### NIXON EDUCATOR

There can be no doubt that he is proud of his former student, and glad to be counted as one of the educators of Richard Nixon.

"I found Dick Nixon one of the sharpest and most sincere students of constitutional history," Dr. Smith says. "He had a passionate interest in the field."

Dr. Smith, echoing the words of Richard Nixon's other teachers, remembers him as a "serious student."

"He just worked at his studies—like he did everything in his life," Dr. Smith says. "He had energy. He applied it."

"He also had cosmopolitan interests—football, was student body

president, on the debate team, he had a campus civic interest.

"He had terrific powers of concentration," Dr. Smith says. "He was exceptionally clear in his thinking and brief in his writing."

Dr. Smith still is somewhat in awe of Richard Nixon's ability to answer adequately examination questions in the least possible number of words.

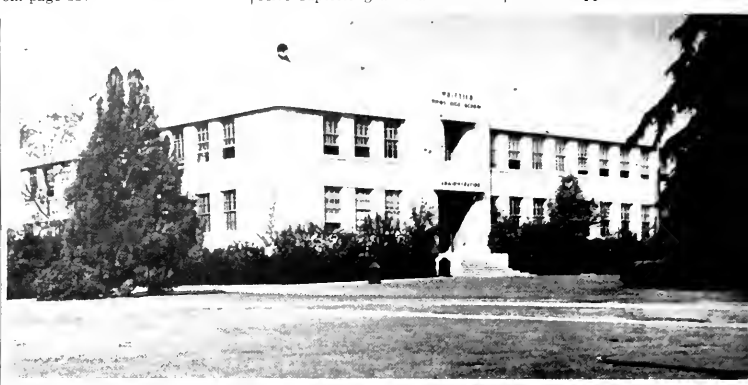
"Why," Dr. Smith says, "he answered convincingly the questions asked at less than academic length. He answered them well within the hour without elaborations—and

usually with a superior grade."

Whether Richard Nixon did receive superior grades at Whittier

istrar's office to check the record for this comparison.

She disappeared behind the files



WHITTIER UNION HIGH SCHOOL — It was to the Whittier Union High School that young Nixon transferred after attending Fullerton High School.

College seems to be a matter of memory and opinion.

The Vice President's latest biographical sketch issued by the Republican National Committee on September 13, 1954, states that during his school years, "straight A grades and a developing talent as a debater gave promise of his becoming a leader of superior intelligence."

### STATEMENT ACCEPTED

Dr. Smith would be happy if the Republican National Committee's statement was accepted without question.

Because Whittier College is a private institution, the academic records of its students are classified documents without a release for inspection granted by the individual concerned.

But Dr. Smith will draw the Nixon academic record card from its file in the Registrar's office and recite the list of subjects Richard Nixon studied. But he does not display the grade column on the record.

"Just say he was a superior student," he says after a judicial study of the grade column.

"Did he graduate with honors?" Dr. Smith was asked.

"The college. Quaker you know, didn't give honors in those days," Dr. Smith replies, with a smile.

### CUSTOM CHANGED

"Has the custom changed since the Vice President was graduated?"

"Yes," says Dr. Smith. "If the college had granted honors when the Vice President graduated in 1934, as it does now, would he have won honors?"

"I think so," says Dr. Smith. He asked a secretary in the reg-

While he waits, Dr. Smith says: "Yes, Dick Nixon was a superior student."

The secretary said as she returned to her desk:

"That young man's grade point average was not high enough for honors."

The collegiate academic record of Richard Nixon at Whittier College apparently was as follows:

### FRESHMAN YEAR

English Composition and Literature—B.

European History—B.

Elementary French—A.

College Algebra—B.

Public Speaking and Debate—F.

Journalism—C.

Mathematics of Statistics—B.

French Pronunciation—B.

Physical Education—B.

### SOPHOMORE YEAR

Principles of Economics—B.

News Writing—C.

Fundamentals of English and American Civilization—A.

Intermediate French—C.

American Constitution—B.

International Relations and International Law—A.

History of English Literature—A.

Physical Education (football)—A.

### JUNIOR YEAR

French—B.

French Review—B.

American History—A.

History of Greek and Roman Civilization—A.

Philosophy of English Literature—A.

Shakespeare—A.

Dramatics—A.

Physical Education—Football (A); Track (C).

### SENIOR YEAR

History of Literature—B.

Government—A.



Ella Anderson, Nixon's school teacher, who is now Mrs. R. C. Cochran.

French Survey—B.  
Great Books—A.  
Glee Club—A.  
Track—Withdrew.  
Fundamentals of Football—A.  
It isn't exactly the "straight A grades" of which the Republican National Committee boasts, but it is a scholastic record which would satisfy many a college student.

Richard Nixon was one of those students who was never "dis-tracted," not even when the scent of spring drifted through open



**RICHARD NIXON**

As High School Senior in 1930

windows and a pretty co-ed strolled by.

One chapter of the growing Nixon legend comes from those who speak of his athletic career. You talk with Wallace J. Newman, "Chief" to Whittier people. The Chief, a large figure of a man who undoubtedly urged the Whittier College football players — "The Poets—of the Nixon era to 'hit 'em hard but hit 'em clean," served the college as football coach when the now Vice President was a candidate for the team. "One of the greatest players I ever had," Newman says today. "Fine tackle."

#### GRIDIRON TACKLE

He then can describe Nixon on the gridiron as a tackle who would be the No. 1 draft choice of a professional football team.

The year books do not show Nixon as a letter winner.

"They don't?" says the Chief. "No."

"They must be wrong."

Nixon tried to be a football player for four years.

"I was water boy at that time," says Harold Litten. "Nixon had two left feet. He couldn't co-ordinate. He was 5-10 and about 170, but he just didn't have it."

"But, boy, was he an inspiration! He was always talking it up. That's why the Chief let him hang around. He was one of those in-

spirational guys every team needs."

Chester Harris, a Richard Nixon football teammate, also recalls that the Vice President was a persistent candidate for the team during his four years of effort but never quite made it.

"I was glad Dick stuck it out," Harris says. "We would be served steaks for lunch before the games. Dick would get so terised up he couldn't eat his. I always tried to grab the seat next to him. I could eat mine—and his, too."

#### WON HONOR

Richard Nixon did win one honor on the gridiron. Naturally he went out for Freshman football. He made that team. He and his teammates won over Cal Tech Freshmen, the Cal Christian Frosh, Whittier High School, Santa Monica Junior College, Citrus Junior College, and Fullerton Junior College.

His reward was an honor sweater with numerals of his graduating class, "34," and the fondly remembered reputation of being one of the "11 iron men" who played through the schedule without relief.

But that Freshman achievement was the best he could do to win fame on the gridiron, as he himself frankly admitted when he was welcomed home with a turnout at the Whittier Stadium after his nomination as President Eisenhower's running mate in 1952.

#### GREAT MOMENT

It was a great moment, as "The Rock," the Whittier College alumni magazine, reported later. With a "shy grin," Nixon noted the location of the speaker's stand and said:

"You know, it took me 18 years to do it, but I finally made it. I've got off the bench and onto the playing field."

While Nixon was no football hero at Whittier, he did become quite the man about the campus. He was one of those who inspired lines relative to the Class of '34 in the college yearbook, "The Acropolis."

For the Freshmen that year, the Acropolis predicted that because of "activity and versatility of the class, Whittier is expecting a great deal from the class of '34."

#### ELECTED MEMBER

He was elected a member of the Joint Council of Control which functioned "in interest of greater co-operation among students."

He was elected president of the Freshman Class.

He was elected president of the Orthogonia Honor Society, dedicated to the "spirit of creative friendship" and devoted to "unity, good fellowship, college loyalty."

He was active in the debating club and argued the affirmative of:



School Year Book showing Richard Nixon as serious student with fixed expression.

"Resolved, that all nations should adopt a policy of free trade."

The team's efforts were sufficient for second place in the Southern California debate conference forensic tournament.

He was an actor.

He played "Joe Sweeney" in an Orthogonia play. It was written by club members and was described as a three-act farce, concerning "Wardman Hall — the Home of the Brave."

During his sophomore year, Richard Nixon doggedly pursued

the will-o-wisp of his football ambitions without success.

He did not participate in the activities of the International Relations Club, nor did he make another try to be an actor—that year. His next effort was to come later.

He was elected a member of the Whittier College Knights. The organization handled "unusual disciplinary cases" and organized cheering sections for athletic contests and rallies.

Whittier College, then and now, (Continued on next page)

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allows no fraternities or sororities.

Nixon's major extracurricular activity was talking—as a member of the debate team. He was good. With Joe Sweeney as a teammate he started off the year by placing third in the invitational tournament at Redlands University.

Then with Sweeney, Bob Watson and Ed Miller, the future Vice President journeyed 3,500 miles during 17 days, talking practically all the time.

#### MET 27 OPPONENTS

The quartet of debaters met 27 opponents during the tour. They won all dual decision debates. They reached the finals at Linfield, Ore., competing against Idaho, Oregon, Washington, and California.

Rested in February, the four entered the Southern California competition. They tied Cal Christian for the title with seven victories and three defeats.

His college year book remarked: "Miller and Nixon provided one of the biggest upsets of the tournament when they defeated Dean

dents were not now so poor but that they could not afford jalopies, gasoline and state license fees.

When it came time for the Knights to have their group picture taken for the college year book, all but Richard Nixon appeared wearing identical black sweaters.

He stands out in the picture as the only Knight wearing a white shirt.

The future Vice President continued his interest in dramatics. He played a role in the collegiate presentation of John Drinkwater's "Bird in Hand." The play won this review:

"The value of the play lies in the excellent opportunities it gives the player for the development of character.

"Richard Nixon, playing the heavy role of the English innkeeper acted with a surety that has been seen far too seldom in Whittier productions."

#### WON REVIEWS LATER

He later was to win more enthusiastic reviews for his performances before a television camera in 1952.

Richard Nixon was a busy bee on the Whittier campus during his senior year, 1953-54.

He was a successful candidate for president of the Associated Students of Whittier College. His administration was summed up by the college yearbook as follows:

"After one of the most successful years the college has witnessed we stop to reminisce, and come to the realization that much of the success was due to the efforts of this very gentleman (Richard Nixon). Always progressive and with a liberal attitude, he has led us through the year with flying colors."

As always, his pictures as a college senior show him as a stern-faced young man.

#### COLLEGE CARTOONIST

Dick Harris, the college cartoonist, caught the jutting jaw and ski jump nose of the future Vice President, which were to be the joy and inspiration of national cartoonists later.

"The 'chit chat' column in the college year book described Richard Nixon as an 'all 'round good fellow.'"

He played a role in the Drama Board's production of "Phillip Goes Forth," which received this notice:

"Much to the surprise of all who attended, the play was interesting to the average college student playgoer. It was particularly well cast and the acting was above average."

The year book's report on Drama Board activity for the year was illustrated with a picture of a smiling Nixon shaking hands with Dick Harris.

The caption, with Nixon's lines, was:

"I understand that, Son!" Richard Nixon resumed his place on the debating team but did not last out the year.

The year's question was: "Resolved, that the powers of the President should be substantially increased as a matter of settled policy."

He was the unanimous winner in the California inter-collegiate public speaking conference extempore contest.

Nonetheless, he dropped his debating activity during the Spring of his senior year.

For his Cap and Gown biography in the college year book, Richard



Young Nixon ready for another try for the football team but he was not too successful.

and Frost of Redlands, national champions."

Nixon's only other activity during his sophomore year was service on the business staff of the Quaker Campus, a publication.

Richard slowed down the pace of his undergraduate activities during his junior year.

He continued to be a Knight. That year the Knights sought to live up to a motto of "Service without Praise or Comment." They organized the routine cheering sections and tackled a new problem.

They had to find parking space for student-owned automobiles! The depression was over, the New Deal was burgeoning. The stu-



Founders' Hall, Whittier College, an institution where there were no ash-trays or fraternities.

Nixon wrote:

"Major in History.  
"President ASWC-4.  
"Orthogonian Society, 1-4.  
"Phillip Goes Forth.  
"Honor Society, 1-4.  
"Glee Club-4."

Now, as his college career was drawing to a close, he was intent, as all other young college graduates, on What Next?

He would have his A.B. degree, and he knew how to run a vegetable market.

But, beyond peradventure, he was bound to be a lawyer.

Even as a freshman says Miss West, Nixon had "deep reverence for the law and a strong, though as yet unconfessed, desire to be a

lawyer. She says:

"Our curriculum was law-centered. Richard read with rapt attention the writings of lawyers—all long dead. The classrooms were hung with the gilt-framed picture of imposing white-whiskered lawyers—all long dead.

"And while the curriculum was law-centered, he never read, a part of the course of study, the writings of any living lawyers.

"He knew, or at least thought he did, that living lawyers existed—somewhere. He himself had never seen a living lawyer; nor had he, to his knowledge, ever seen anyone who had seen a living lawyer."

But how to get the money for

a law school education?

A slim, boyish-looking young man of 21 came from California to Durham, N. C., land of tobacco, tall pines and gentle Southern drawl in September of 1934.

He left three years later, his frame a little heavier, his mind keener, with a law degree tucked under his arm.

#### WON SCHOLARSHIP

What was Dick Nixon like then? The Californian from little Whittier College had won a \$200 tuition scholarship to Duke University Law School and had been promised he could keep it all three years if he kept his marks at "B" or better.

It is easy enough to find people who will give you quick answers. It is harder to discover which is fact and which is legend—the kind of legend which springs up so quickly when an hitherto unknown becomes a celebrity.

What is fact and which is a cherry-tree I-could-not-tell-a-lie fable which everyone likes to believe?

The Nixon-as-a-law-student story which you hear here the minute you arrive, has a Lincoln-legend touch. It is about Nixon being so poor when he came from California to law school here that

raw, chilly fall days, when I heard a noise in a small tool shed. I went over to check. I pushed open the door. And there he sat.

"What are you doing here?" I asked him.

"Well, I'm here in school," the young man replied. "I thought I could stay here."

"That shack he was living in was the darndest thing you ever saw. It was about eight by 12 feet. It had no stove. Someone, I suppose the boy, had gotten some corrugated cardboard boxes and lined the inside to get a little warmth. It was snug, in a way, at that. He had a bed in there and, as I remember it, he was studying when I came in.

"Well, I remember saying something like, 'You mean you're going to school and can't afford a room. You'll freeze to death. You better go find some place to stay.'"

#### WOULD MANAGE

"I'll manage all right, if you don't run me out," he said to me.

"I said, 'I'm not going to give you permission to stay and I'm not going to run you out, either.'"

"He laughed and said, 'I appreciate it.'"

"You know he didn't get horsey like a fellow might and say, 'I'm not hurting anything' or some-



Dr. Paul S. Smith, formerly history professor of Whittier College and now president of that institution where Nixon was a student.

he had to live in an abandoned tool shed.

None of his roommates at Duke ever heard of it during their college days. But the man responsible for the story told it straight. He is a 62-year-old maintenance employee of the college forest, M. R. Blackman. He told me the story sitting in his small home near the Duke campus. He said:

"It was my duty to check periodically that heavily-wooded area which is adjacent to the Duke campus.

"I was out one day, one of those

thing like that. He just fixed it so you couldn't say 'No' to him.

"I thought, 'This boy must want an education real bad to take something like this.' So I decided I'd say nothing about it and let it go.

"I won't be back hunting you up," I told him. But all the same I'd go by every once in a while to see if he was up and able to go. He never knew that though.

"I heard that he eventually went to a farmhouse and got a room."

Mr. Blackman's story seemed a

(Continued on next page)

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little too dreamboat, so you ask him if he is sure it was the same young man who is now Vice President.

"Well," says Mr. Blackman, "he told me his name was Nixon, and if it wasn't him it was his twin brother."

"When Nixon was nominated Vice President I kept looking at his picture in the Durham Herald and kept saying to myself: 'There's something familiar about that man's face.' Finally I read a piece which said that the Vice President had gone to Duke Law School. I snapped my fingers and said to myself, 'That's the boy who was living in the shack!'"

Nixon had three roommates at Duke. The first was William R. Perdue, a Georgian who came to Duke on as short financial rations

as Nixon did. He is now vice president and treasurer of the Ethyl Corporation, 100 Park Avenue, New York City.

Mr. Perdue does not recall having heard of the shack episode of Nixon's undergraduate life.

Perdue couldn't say whether the shack account was fact or legend. He had his doubts.

"As a matter of fact," he said, "I don't really remember how we got together as roommates. I do remember we lived in a small, furnished room some place off the campus."

"As I recall it, we may have gotten the room rent free for the masculine protection we provided or we may have paid a nominal amount. I recall it was in the home of Mrs. Henderson, a widow."



Nick Harris, the college cartoonist, had a grand time elaborating on Nixon's jutting chin and his "ski-jump" nose.

"I do remember this: Nixon was a nice fellow to be with in school. He was a good student . . . ended up president of our class . . . but I don't recall that there was any indication of a political future."

A second of Nixon's roommates was Fred S. Albrink, who is now a Navy captain and is chairman of the Navy Board of Reviews in the office of the Judge Advocate General of the Navy.

Albrink said Nixon often took time off from his studies to listen to the music of Johnny Long and Les Brown. The musicians were both undergraduates at the University and had their own bands.

"Old Nixon used to like to listen to them play," Albrink said, "but he'd only hang around fifteen minutes or so and then he'd hit the books again."

Albrink well remembered the farmhouse where they lived and the oval, tin laundry stove which they used to keep warm.

Since Nixon was an early riser, it quite often was his lot to light the stove in the morning and get the room heated for his roommates.

The Naval Officer remembers that Nixon used to go regularly to Raleigh to Quaker meetings on Sundays. When he didn't go to Raleigh, he would attend chapel at the University.

#### SWIMMING POOL

"There was a swimming pool at the University which was reserved at night for married students and members of the faculty and their wives," recalls Captain Albrink.

"Sometimes, when we had dates to get in a swim, some of us would sign in as married couples."

"But old Nixon would never agree to that!"

Albrink, Nixon, and Perdue stayed at Duke and worked in the law library summers between their second and third years. Their work largely consisted of doing research for professors.

Albrink said all four roommates were attending Duke on full tuition scholarships. To save money, they bought secondhand textbooks and pitched in and bought books together.

#### OCCASIONAL HELP

But all four received occasional help from parents.

"Nixon's people quite often sent packages. I remember the first time I ever tasted an avocado was when they sent Nixon some."

And, when graduation came, Albrink said, Nixon's grandmother, mother and a brother crossed the country to attend the commencement.

"I remember his grandmother was in her eighties and she spoke with the Quaker 'Thee and Thou.'"

The third roommate was Lyman Brownfield, now a successful Columbus, Ohio, attorney.

Brownfield said he had never heard the story of the shack in the woods, but added, "I wouldn't doubt at all that it's true."

Brownfield had a vivid recollection of the two years that the four aspiring attorneys spent together as roommates.

#### LIVED IN FARMHOUSE

He said they lived in a white-framed, single-story farmhouse, about a mile from the Duke campus. The dwelling has since been remodeled. It is now inhabited by the family of a Duke University maintenance employee. The structure is owned by the University.

\* \* \*

"We used to call it 'Whippoorwill Manor,' Brownfield recalled with a chuckle. "There were always lots of whippoorwills whipping around in the woods."

"It was a pretty crude place. There was no running water and no heat other than an old laundry stove. We had a room and Mrs. Henderson and her family occupied the rest of the house. I think there were two double beds in our room."

"I think we got it for twenty-

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## RICHARD NIXON

(Continued from Page 16)

five dollars a semester or fifty dollars a year. So, for twelve dollars and fifty cents apiece we had our year's lodgings.

"I can remember it was cold on some of those winter nights. Those old laundry stoves were made of tin metal and would heat up fast. I know at bedtime we'd stuff it with papers and get it going while we got undressed and hopped into bed.

"But it had its pleasant side, too. A good part of the year was mild and those woods are lovely in the fall and spring."

Brownfield recalls that they used to hike through the woods to get to classes.

"If you went straight through the woods it was about a mile. We had a pretty good path beaten through there by the time we finished school," he said.

In his second year, Brownfield remembers he bought a 1925 Packard for \$40.

"We called it 'Corpus Juris' (the body of the law), and there were about fifteen of us used to pile into it and drive out to Mrs. Pierce's boarding house where we ate," he said.

Mrs. Pierce's—Brownfield said—was strictly home-style cooking,

serving and eating.

"You got a meal for twenty-five cents," he said. "There'd be about fifteen of us sitting around the table. And that's where I learned what a 'boarding house reach' really was. If you wanted something, say the potatoes, you didn't ask the person next to you to 'pass the potatoes, please.' You just stood up and reached."

Brownfield said the four boys were all working their ways through law school. He said he could not recall any of them ever having to go hungry for lack of money but said there was little for any of the extras college students enjoy.

and she did not like to live there alone. She and the son lived in the house, and she rented the shack to the students. The boss recalls that it was sort of in the middle of a forest.

"The rent was five dollars a month. It had no heat, no electric lights. I guess he did his studying at the college library. He lived in the shack for two years.

\* \* \*

**PART THREE OF THE RICHARD NIXON STORY WILL APPEAR IN THE APRIL ISSUE OF THE CITY-COUNTY RECORD**

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## RESEARCH ASSISTANT

Nixon, he said, worked in the law library as a research assistant. University records show Nixon received National Youth Act assistance, receiving 35 cents an hour from the government for time devoted to library work.

A lack of funds and the press of studies kept extracurricular activities to a minimum.

"Dick wasn't allergic to girls," Brownfield said. "He liked them—as all of us did. But we just didn't have the money and dates were few and far between."

One luxury the graduate students allowed themselves was to attend sporting events, especially the football games.

\* \* \*

"Nixon was a good fan," Brownfield reflected. "In fact, he yelled himself hoarse at every football game. Boy, would he get all worked up! And did he take it seriously. As a matter of fact, he earned himself the nickname 'Gloomy Gus' he used to take it so hard when the team lost."

## BROWNFIELD DISCLOSED

Brownfield disclosed that Nixon was regarded as a "pretty fair athlete himself." Nixon's favorite sport, he said, was playing handball on the outdoor courts.

"He played it hard and played a lot of it," Brownfield declared. And, he added:

"Of course, afterward we always took a shower at the school as there were no bathing facilities where we roomed."

Brownfield revealed that he, Nixon and Perdue were locked in a three-year academic battle for top position in their law-school class.

The outcome: 1. Perdue. 2. Brownfield. 3. Nixon.

You asked Vice President Nixon's office in Washington about the story of the shack at Duke. You get this answer:

"That's true. He lived in the shack with four other fellows. They used to call it 'The Manor.'"

"A house near it belonged, as did the shack, to a woman with a small son. It was quite a ways out

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**FIRST INSPECTION.** Stage actress Marjorie Lord, center, flanked by San Francisco Supervisor Francis McCarty and Roy Buell (with flowers), President of the Down Town Association of San Francisco and of the Pacific Telephone and Telegraph Company, was first guest to enter new American Airlines ticket office in the Powell-Post corner of the St. Francis Hotel. Stewardses are Miggy Comin, (left), and Phyllis Curnutt.

## Official 1956 A.A.A. Tennis Schedule

Mon., March 19—Mission vs. Washington  
 Tues., March 20—Balboa vs. Galileo  
 Wed., March 21—St. Ignatius vs. Polytechnic  
 Thurs., March 22—Lowell vs. Lincoln  
 Mon., April 2—Lincoln vs. Mission  
 Tues., April 3—Lowell vs. Polytechnic  
 Wed., April 4—St. Ignatius vs. Galileo  
 Thurs., April 5—Balboa vs. Mission  
 Fri., April 6—Lincoln vs. Washington  
 Mon., April 9—Galileo vs. Polytechnic  
 Tues., April 10—Mission vs. St. Ignatius  
 Wed., April 11—Galileo vs. Lowell  
 Thurs., April 12—Balboa vs. Washington  
 Fri., April 13—Polytechnic vs. Lincoln  
 Mon., April 16—Washington vs. St. Ignatius  
 Tues., April 17—Lincoln vs. Galileo  
 Wed., April 18—Mission vs. Lowell  
 Thurs., April 19—Balboa vs. St. Ignatius  
 Friday, April 20—Washington vs. Polytechnic  
 Mon., April 23—Balboa vs. Lowell  
 Tues., April 24—Polytechnic vs. Mission  
 Wed., April 25—Galileo vs. Washington  
 Thurs., April 26—Lincoln vs. Balboa

Fri., April 27—St. Ignatius vs. Lowell  
 Tues., May 1—Polytechnic vs. Lincoln  
 Wed., May 2—St. Ignatius vs. Lincoln  
 Thurs., May 3—Washington vs. Lowell  
 Fri., May 4—Mission vs. Galileo  
 Mon., May 7—First and Second Round Singles  
 Tues., May 8—First and Second Round Doubles  
 Wed., May 9—Quarter-finals  
 Thurs., May 10—Semi-finals  
 Fri., May 11—Championship Matches  
 Tues., June 5—San Francisco vs. Oakland in San Francisco.  
 All matches to be played at Golden Gate Park Courts, starting time 3:30 p.m. Home team shall be responsible for notifying the newspapers and the Athletic Office of the result of the matches played.

## 1956 A.A.A. Track and Field Dual Meet Schedule

March 20—Lincoln vs. Mission at Kezar  
 March 21—Galileo vs. Balboa at Kezar  
 March 22—Washington vs. Lowell at Kezar  
 March 22—Polytechnic vs. St. Ignatius  
 March 24—California Frosh vs. A.A.A. at Berkeley  
 April 3—Mission vs. Lowell at Kezar  
 April 4—Washington vs. St. Ignatius at St. Ignatius  
 April 4—Polytechnic vs. Galileo at Kezar  
 April 5—Balboa vs. Lincoln at Kezar

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We find a child has been killed.

I must treat it like any other mishap. Another statistic—another story.

I get the facts: name of the victim, age, address, name of parents.

I find out how far the tiny body was hurled by the speeding car, the name of the unhappy death-car driver, and which mortuary the body will go to.

I can't listen to the child's crying mother. I can't comfort her.

I have a deadline to meet. Another statistic. Another story to handle.

I can't let my mind dwell on the crumpled, broken body lying doll-like across the concrete curbing.

I can't think about the torn wounds, the bruised, innocent face.

But when I'm home at night, the scene returns to haunt me. And suddenly the face of the dead child becomes that of my own girl or boy.

I pray then that one of my statistics won't become a personal tragedy. I pray I won't be the careless driver who adds another name to the death list.

And I pray for you, too. I pray that you will drive carefully and let our children live.

(Reprinted courtesy Deseret News and Telegram, Salt Lake City, Utah)

April 10—Balboa vs. Polytechnic at Kezar  
 April 11—Lincoln vs. Washington at Kezar  
 April 12—St. Ignatius vs. Lowell at St. Ignatius  
 April 12—Galileo vs. Mission at Kezar  
 April 17—Lowell vs. Lincoln at Kezar  
 April 17—St. Ignatius vs. Galileo at St. Ignatius  
 April 18—Mission vs. Polytechnic at Kezar  
 April 19—Washington vs. Balboa at Kezar  
 April 24—Lowell vs. Balboa at Kezar  
 April 25—St. Ignatius vs. Mission at St. Ignatius  
 April 25—Galileo vs. Lincoln at Kezar  
 April 26—Polytechnic vs. Washington at Kezar  
 May 1—Washington vs. Galileo at Kezar  
 May 2—Balboa vs. Mission at Balboa  
 May 2—Polytechnic vs. Lowell at Kezar  
 May 3—Lincoln vs. St. Ignatius at Kezar  
 May 8—Galileo vs. Lowell at Kezar  
 May 9—Mission vs. Washington at Kezar  
 May 10—Balboa vs. St. Ignatius at Balboa  
 May 10—Lincoln vs. Polytechnic at Kezar  
 May 15—All-City Trials; Unlim-

ited Track, Lightweight Field—Kezar.  
 May 16—All-City Trials; Lightweight Track, Unlimited Field—Kezar  
 May 17—All-City Semi-finals—Kezar  
 May 19—All-City Finals—Kezar  
 May 29—San Francisco-Oakland Relays—Kezar  
 June 2—C.I.F. State Track and Field Meet—Chino

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John P. Figone, Jr., general insurance broker, has now moved his office to larger and more convenient quarters at 550 Columbus Avenue near Union Street.

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This young North Beach business man is on the board of directors of the North Beach Merchant and Boosters' Association and an active member of Dante Council of the Knights of Columbus. He also belongs to the Sons of Italy and the San Francisco Junior Chamber of Commerce.

The telephone numbers at the Figone insurance firm are EXbrook 7-0698 and EXbrook 2-5161.

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## OFFICIAL BIOGRAPHIES

**DANIEL F. DEL CARLO**—Vice President San Francisco Public Utilities Commission. Daniel F. Del Carlo, Secretary-Treasurer of the San Francisco Building Trades Council, was born in San Francisco May 8, 1903. He attended Edison School and the State Normal School.

He was appointed business representative of the Glaziers' Union,



**DANIEL F. DEL CARLO**  
Vice President  
S. F. Public Utilities Commission

Local No. 718, San Francisco, in 1932, and served as a member of

the General Strike Committee of 1934. In 1942 he was elected business representative of the Building Trades Council. Later in the same year was elected secretary-treasurer of the Council.

He served on the Selective Service Board No. 87 from 1940 to 1945, and is now serving as a member of the Appeal Board No. 1. He served as a member of the War Manpower Commission for Region 10 and as a member of the Tripartite Regional War Labor Board. He was elected a director of the Golden Gate Bridge and Highway District in 1942 and was re-elected for his fourth term in December, 1950. He served as president of the District in 1946 and 1948.

Mr. Del Carlo makes his home at 3445 Pierce Street, Apt. 304. He has three sons, Victor, Anthony, and John.

### JOSEPH MARTIN, JR.

President  
S. F. Public Utilities Commission

**JOSEPH MARTIN, JR.** President San Francisco Public Utilities Commission. Born: San Francisco, California, May 21, 1915. School: Pacific Heights, 1921-1929, Tamalpais School, San Rafael, California, 1929-1932, Yale University, 1932-1936, Yale Law School, 1936-1939.

Employment: Associate Cadwalader, Wickersham & Taft, New

York, N. Y., 1939-1941, United States Navy, 1941-1946; Associate, Williamson & Wallace, San Francisco, Calif., 1946-1950, Partner: Wallace, Garrison, Norton & Ray, San Francisco, Calif., 1950-1955; Partner: Allan Miller, Groezinger, Keessling & Martin, San Francisco, Calif., 1955 to present.

Activities: Republican County Central Committee, 1950-1956 (Member of Executive Committee) Chairman, San Francisco Citizens for Eisenhower, 1952, San Francisco Co-Chairman, Kuechel for Senator, 1954; Co-Chairman District Organization, Christopher for Mayor campaign, Chairman, Town School Fund, 1954-1955, active in Bar Association activities. Residence, 11 Presidio Terrace.



### HAROLD D. ZELLERBACH

Commissioner  
S. F. Art Commission

**HAROLD L. ZELLERBACH**—San Francisco Art Commission.

Business: President, Zellerbach Paper Company and Executive Vice President Crown Zellerbach Corporation.

Education: Student, University of California, Economics University of Pennsylvania, B. S.

Affiliations: Director Pacific National Bank, Rayonier, Inc., Niantic Corporation, Director and Vice President Better Business Bureau, President, Newhouse Foundation (charitable organization), Former President of the National Paper Trade Association. Member of the Manufacture Committee of National Chamber of Commerce, Washington, D. C. Member: St. Francis Yacht Club, Commercial Club, Concordia Club, Press Club, Commonwealth Club, Stock Exchange (San Francisco), Bankers Club (New York City).

Mr. Zellerbach has been associated with the Zellerbach Paper Company since 1917 and President since 1928. He has been a member of the Art Commission since 1948 and has headed the Commission as President for the same length of time.

Married, he resides at 3410 Jackson Street and is the father of three children, Mrs. Stephen N. Loew, Jr.; William Joseph and Stephen Anthony.

### EDWARD J. WREN

Commissioner  
S. F. Public Welfare Commission

**EDWARD J. WREN**—San Francisco Public Welfare Commission. Born in San Francisco, August 29, 1892. Leader in Catholic charities. Served on practically all committees of the Community Chest of San Francisco, Past Chairman of the Family and Children's Council. Member of the Board of Directors of the Native Sons and Daughters Adoption Agency. Served two terms as President of the Catholic Conference of Social Work of California. Registered Social Worker of California. Member of the State Board of Social Work Examiners. Member of the Public Welfare Commission for eight years and Chairman for six years. Represented the War Relief Services of the National Catholic Welfare Conference on the West Coast for the past twelve years. Edward J. Wren in March, 1954 received one of the highest honors of the Catholic Church for a layman, Knight of St. Gregory the Great, conferred upon him by His Holiness, Pope Pius XII. He is the only layman to hold this honor from this Archdiocese.

Affiliations: Knights of Columbus, Serra Club, Native Sons of the Golden West, Grand President California Centennial Year, 1950-51. Superior Council of the Society of St. Vincent de Paul of United States. Married, Mr. Wren resides at 577 Dolores Street, and is the father of two daughters, Mrs. H. E. Elvander of San Carlos and Sister Ann Joseph of the Sisters of Notre Dame de Namur.

California's first American public school opened in San Francisco April 3, 1948.

### GEORGE DI QUATTRO George's Cigar Store

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## CITY AND COUNTY OF SAN FRANCISCO

GEORGE CHRISTOPHER, MAYOR

## Directory of City and County Officers

## ELECTIVE OFFICERS

## MAYOR

GEORGE CHRISTOPHER, Mayor Jan. 8, 1960  
 200 City Hall, Z. 2, MA 1-0163  
 JOHN J. ALLEN, Executive Secretary  
 SIDNEY HARRINGTON KESSLER,  
 Confidential Secretary  
 MRS. PATRICIA CONNICH, Personal Secretary  
 GEORGE J. CRIBBE, Administrative Assistant  
 JOHN D. SULLIVAN, Public Service Director

## SUPERVISORS, BOARD OF

335 City Hall, Z. 2, HE 1-2121  
 JOHN J. FERDON, President, 155 Montgomery St.,  
 GA1-5117, Res. 2906 Broadway St., JO 7-9193, 1-8-60  
 WILLIAM C. BLAKE, 264 Malibu Way, Z. 3  
 JO 7-3788 1-8-58

MATTHEW C. CARBERRY, Calif. Academy of Sciences  
 Golden Gate Park, Res. 1942-34th Ave., Z. 2,  
 MO 4-5400 1-8-58

CASEY, JOSEPH M., 235 City Hall, HE 1-2121, Ex.  
 387, Res. 3047 Baker St., WA 1-1543, 1-8-60

HAROLD S. DOBBS, 311 California St., Z. 4, GA 1-  
 4600, Res. 1607 Monterey Blvd., LO 4-1341, 1-8-60

Dr. CHARLES A. ERTOLA, 251 Columbus Avenue,  
 DO 2-8055, Res. 775 Francisco St. GR 4-3272, 1-8-60

JAMES LEO HALLEY, Rm. 703, Flood Bldg., 870 Mar-  
 ket St. GA 1-4636, PL 5-1727, Res. 140 Panama  
 Drive, AT 2-1233, 1-8-60

J. EUGENE McATEER, 206 Jefferson St., Z. 23, PR 5-  
 1477, Res. 130 Santa Ana Ave., Z. 27, LO 4-264, 1-8-58

FRANCIS J. McCARTY, 220 Montgomery St., Z. 4, EX 1-  
 4755, Z. 4, Res. 3214 Divisadero Street, Z. 23, HE 6-  
 6002 1-8-58

MRS. CLARISSA SHORTALL McMAHON, 703 Mar-  
 ket St. Z. 3, YU 6-4648, Res. 1849-28th Ave., Z. 22,  
 SE 1-1552 1-8-60

HENRY R. ROLPH, 310 Sansome St. YU 6-0700, Res.  
 2626 Lyon St. WA 1-8108 1-8-58

JOHN R. McGRATH, Clerk of the Board, HE 1-  
 2121, Ex. 284  
 ROBERT J. DOLAN, Chief Assistant Clerk

STANDING COMMITTEES  
 (First named Supervisor is Chairman of the Committee)  
 COMMERCE AND INDUSTRIAL DEVELOPMENT —  
 Carberry, Blake, Casey

COUNTY, STATE AND NATIONAL AFFAIRS—Halley,  
 Ertola, Rolph

EDUCATION, PARKS AND RECREATION —McMahon,  
 Casey, Dobbs

FINANCE, REVENUE AND TAXATION —Dobbs, Mc-  
 Cartey, McMahon

JUDICIARY, LEGISLATIVE AND CIVIL SERVICE —  
 McAtter, Halley, Rolph

POLICE, Casey, Blake, Carberry

PUBLIC BUILDINGS, LANDS AND CITY PLANNING —  
 Rolph, Dobbs, McMahon

PUBLIC HEALTH AND WELFARE—Ertola, Carberry, Mc-  
 Cartey

PUBLIC UTILITIES—McCartey, Ertola, McMahon  
 STREETS AND HIGHWAYS—Blake, Halley, McAtter  
 RULES—Ferdon, Carberry, Halley

ASSESSOR  
 RUSSELL L. WOLDEN, 101 City Hall, Z. 2  
 KL 2-1910 1-8-59

DISTRICT ATTORNEY  
 THOMAS C. LYNCH, 550 Montgomery St. Z. 11  
 DO 2-2638 1-8-60

CITY ATTORNEY  
 DION R. HOLM, 206 City Hall, Z. 2, HE 1-3122, 1-8-58

PUBLIC DEFENDER  
 EDWARD T. MANCINI, 740 Montgomery St., Z. 11,  
 EX 2-4555 1-8-59

SHERIFF  
 DAN GALLAGHER, 331 City Hall, Z. 2, HE 1-2121, 1-8-60

TREASURER  
 JOHN J. GOODWIN, 110 City Hall, Z. 2, HE 1-2121, 1-8-58

## COURTS

## SUPERIOR COURT JUDGES—UN. 1-8552

WALTER CARPENETTI CLARENCE W. MORRIS  
 3 HAYWARD, 14 NEUBARTH  
 MELVYN I. CRONIN ORLA ST. CLAIR  
 EUSTACE CULLINAN, JR. MILTON D. SAPHIRO  
 PRESTON DEVINE GEORGE W. SCHONFELD  
 TIMOTHY I. FITZPATRICK DANIEL R. SHOEMAKER  
 THOMAS M. FOLEY WILLIAM T. SWIGERT  
 I. L. HARRIS WILLIAM F. TRAVERSO  
 THERESA MEIKLE H. A. VAN DER ZEE  
 JOHN B. MOLINARI ALBERT C. WOLLENBERG  
 EDWARD MOKENBUHR GERALD LEVIN  
 JOSEPH M. GUMMINS, Secretary  
 480 City Hall, Z. 2, UN 1-8552

## MUNICIPAL COURT JUDGES—KL. 2-3008

CLAYTON W. HORN, Presiding  
 CARL H. ALLEN JOSEPH M. GOLDEN  
 RAYMOND J. ARATA EDWARD O'DAY  
 BYRON ARNOLD ALVIN E. WEINBERGER  
 LENORE D. UNDERWOOD JAMES J. WELSH  
 CHARLES S. PEERY  
 IVAN L. SLAVICH, Clerk and Secretary  
 101 City Hall, Z. 2, KL 2-3008  
 A. C. McCHESNEY, Jury Commissioner  
 95 City Hall, Z. 2

TRAFFIC FINES BUREAU, 164 City Hall, Z. 2, KL 2-3008  
 JAMES M. CANNON, Chief Division Clerk

## GRAND JURY

457 City Hall, Z. 2, UN 1-5352  
 Meets Monday at 8:00 P.M.  
 DAVID PARR, U.S. Foreman  
 MRS. SYLVIA LAJAR, Secretary  
 FRED F. SUPPLE, Consultant-Statistician

## ADULT PROBATION DEPARTMENT

604 Montgomery St., Z. 11, YU 6-2950  
 JOHN D. KAVANAUGH, Chief Adult Probation Officer

## Adult Probation Committee

Meets at call of Chairman and 2nd Thursday each month.  
 KENDRICK VAUGHAN, Chairman, 604 Sansome St., Z. 4  
 MAURICE MOSKOWITZ, Secretary, 2900 Lake St., Z. 11  
 JOSEPH P. CONNELLEY, 1400 Mission St., Z. 5  
 RAYMOND BLOSSER, 670 Montgomery Bldg., Z. 5  
 FRID C. JONES, 628 Hayes St., Z. 2  
 ROBERT A. PEARODY, 436 Fort St., Z. 2  
 FRANK RATTIO, 526 California St., Z. 4

## YOUTH GUIDANCE CENTER

175 Woodside Ave., Z. 16, SE 1-5740  
 THOMAS F. STRYCUCLA, Chief Juvenile Probation Officer

## Juvenile Probation Committee

Meets at call of Chairman  
 MRS. FRED W. BLOCH, Secretary, 1712 Jackson, Z. 18  
 ROY N. BUELL, 445 Bush St., Z. 8  
 JERRY JOHN COLLINS, 425 2nd Ave., Z. 21  
 JACK GOLDBERGER, 109 Golden Gate Ave., Z. 2  
 MRS. EDGAR H. LION, 2700 Green St., Z. 23, WA 1-0363  
 MRS. KEARNEY, 1871-35th Ave., Z. 22  
 MRS. MARSHALL MADISON, 2930 Vallecito St., Z. 23,  
 EX 6-1222

REV. JAMES M. MURRAY, 1825 Mission St., Z. 3

## OFFICERS APPOINTED BY MAYOR

## CHIEF ADMINISTRATIVE OFFICER

THOMAS A. BROOKS, Chief Adm. Officer  
 289 City Hall, Z. 2, HE 1-2121  
 Vacancies—Executive Assistant  
 MARIAN T. FEIT, Confidential Secretary

## CONTROLLER

HARRY D. ROSS  
 109 City Hall, Z. 2, HE 1-2121  
 WREN MIDDLEBROOK, Chief Assistant Controller

## LEGISLATIVE REPRESENTATIVE, FEDERAL

COL THOMAS J. WEED  
 Suite 536-7-8, Washington Bldg., Washington, D. C.

## LEGISLATIVE REPRESENTATIVE, STATE

DONALD W. CLEARY  
 221 City Hall, Z. 2, MA 1-0163 and HE 1-2121  
 House Senator, Sacramento 17 (during sessions)

## DEPARTMENTS UNDER THE MAYOR

## ART COMMISSION

101 Larkin St., Z. 2, HE 1-2121  
 Meets first Monday of each month at 3:00 P.M.  
 HAROLD L. ZELLERBACH, President, 344 Battery St., Z. 11  
 JOHN K. HAGOPIAN, Vice President, Mills Tower, Z. 4  
 BETTY (Mrs. Bill) JACOBSON, 2855 Vallejo St., Z. 4  
 DR. BERNARD C. BREGLEY, 450 Sutter St.  
 JAMES MOORE, 47 Mahmo Drive  
 OSCAR LEWIN, 545 Sutter St.  
 CLARENCE O. PETERSON, 116 New Montgomery  
 MRS. ALBERT CAMPOCHINOU, 2770 Vallecito St.  
 ALBERT REALER, 1400 Montgomery St.  
 JOHN GARTH, 1141 Market St.  
 Ex-Officio Members

Mayor President, Calif. Palace Legion of Honor  
 President, City Planning Commission  
 President, City Planning Commission  
 President, City Public Library Commission  
 President, Recreation and Park Commission  
 JONATHAN H. DYER, JR., Secretary

## CITY PLANNING COMMISSION

100 Larkin St., Z. 2, HE 1-2121  
 Meets first and third Thursday of each month at 2:30 P.M.  
 ROGER D. LAPHAM, Jr., President, 233 Sansome St., Z. 4  
 ROBERT T. LILLIENTHAL, Vice-Pres., 813 Market St., Z. 3  
 DONALD B. KIRBY, 100 Stevenson St., Z. 5  
 MR. CHARLES B. PORTER, 142-27th Ave., Z. 21  
 THOMAS P. WHITE, 400 Brannan St., Z. 7  
 Ex-Officio Members  
 THOMAS A. BROOKS, Chief Administrative Officer  
 JAMES H. TURNER, Manager of Utilities  
 PAUL UPPERMANN, Director of Planning  
 JOSEPH MIGNOLA, Secretary

## CIVIL SERVICE COMMISSION

151 City Hall, Z. 2, HE 1-2121  
 Meets every Wednesday at 4:00 P.M.  
 FRANCIS P. WALSH, President, 68 Pine St., Z. 4  
 WM. A. LAHANIER, Vice Pres., Z. 11, YU 6-0968  
 JOHN L. HOGG, 200 Guerrero St., Z. 3  
 WM. L. HENDERSON, Sec'y. and Personnel Director

## DISASTER CORPS

45 Hyde St., Z. 2, UN 3-6140  
 MAYOR GEORGE CHRISTOPHER, Commander  
 CHIEF ADJ. ADJUTANT THOMAS A. BROOKS, Vice-Com.  
 REAR ADJ. A. G. COOK, USN (Ret.) Director  
 ALERAC X. McCAUSLAND, Public Information Office

## EDUCATION, BOARD OF

135 Van Ness Ave., UN 3-4680  
 Meets first and third Tuesday at 7:30 P.M.  
 ADOLFO J. URBISTE, President, 412 Van Ness Ave., Z. 2  
 BERT LEVIT, Vice-Pres., 465 California St., Z. 4  
 MRS. GEORGE A. HINDLEY, 299 Serrano Dr.  
 MRS. CLARINE CROOK, 251 California St.  
 CHARLES I. FOEHN, 21 Valencito St.  
 JOHN C. LEVINSON, 311 Howard St., Z. 3  
 CHARLES C. TROWBRIDGE, JR., 155 Sansome St., Z. 4  
 DR. HAROLD SPEARS, Super. of Schools and Secretary

## FIRE COMMISSION

2 City Hall, Z. 2, HE 1-2121  
 Meets every Tuesday at 4:00 P.M.  
 ARTHUR J. DOLAN, JR., Pres., BIRTH & Co., Inc.,  
 Z. 2  
 WALTER H. DUANE, 220 Bush St., Z. 4  
 WILLIAM KILPATRICK, 820 Hyde St., Z. 9  
 FRANK P. KELLY, Chief of Department  
 CARL F. KRUGER, Chief, Division of Fire Prevention  
 and Investigation  
 THOMAS W. McCARTHY, Secretary

## HOUSING AUTHORITY

440 Turk St., Z. 2, OR 4-5809  
 Meets first and third Thursdays at 10:00 A.M.  
 LLOYD E. WILSON, Chairman, 25 Van Ness Ave., Z. 2  
 CHARLES J. HUNG, 622 Montgomery St., Z. 11  
 AL F. MAILLON, 1300 Guerrero St., Z. 5  
 B. L. HAVISIDE, 40 Spear St., Z. 5  
 CHARLES L. CONLAN, 1655 Folsom St., Z. 3  
 JOHN W. REARD, Executive Director

## PARKING AUTHORITY

800 Golden Gate Ave., Z. 2, PR 6-1555  
 Meets second Wednesday each month at 3:30 P.M.  
 Authority Conference Room  
 HAROLD A. BERLINER, President, 135 Mississippi, Z. 7  
 RANDOLPH HALL, 1360 Montgomery St., Apt. 10, Z. 11  
 DAVID THOMSON, 63 Berry St., Z. 7  
 ALBERT F. SCHLESINGER, 2001 Market St., Z. 14  
 ALBERT E. JACOBSON, 2001 Market St., Z. 14  
 VINING T. FISHER, General Manager  
 THOMAS J. O'TOOLE, Secretary

# PERMIT APPEALS, BOARD OF

227 City Hall, 2, 2 HE 1-2121  
Meets every Wednesday at 3:30 P.M.

AROLD C. BROWN, President, 605 Market St.  
JOSEPH C. TARANTINO, Vice-Pres., 490 Jefferson St.  
RALPH E. KALSH, 2450, 17th St., 2  
FRED TAMARAS, 76 Jackson St.  
ERNEST L. WEST, 265 Montgomery St., 2  
J. EDWIN MATTOX, Secretary

# POLICE COMMISSION

Hall of Justice, 2, 8, SU 1-2020  
Meets every Tuesday at 1:30 P.M.

AROLD R. MCKINNON, President, Mills Tower, 2, 4  
PAUL A. BISBERG, Police & Districts, 2, 11  
THOMAS J. MELLON, 500 First St., 2, 5  
SERGEANT JOHN T. BUTLER, Secretary

FRANCIS J. AHERN, Chief of Police  
THOMAS J. CAHILL, Deputy Chief of Police  
JAMES L. ENGLISH, Chief of Inspectors  
CAPT. DANIEL P. MCKEIM, Supervising Captain  
CAPT. OTTO MEYER, Director of Traffic  
CAPT. DANIEL KIEFL, Secretary to Dept.

# PUBLIC LIBRARY COMMISSION

Civic Center, 2, 2 HE 1-2121  
Meets the first Tuesday of each month at 4:00 P.M.

JRSE J. HENRY MOHR, President, 2 Castaneda Ave., 2, 16  
JIM F. FANUCCHI, 511 Columbus Ave., 2, 11  
EV. F. D. HAYNES, 1599 McAllister St., 2, 15  
FRY ROSS HUBBARD, 3350 Ocean Ave., 2, 27  
AMBELL MCGREGOR, 165 Post St., 2, 8  
MAX MOORE, 598 Potrero Ave., 2, 10  
JRS. HAZEL O'BRIEN, 440 Ellis St., 2, 2  
LIBERT F. SCHWABACHER, JR., 100 Montgomery St., 2, 4  
ERT SIMON, 1150 Folsom St., 2  
LEO TAVARUS, 900 Geary St., 2, 11  
DR. THOMAS W. S. WU, 916 Kearny St., 2, 11  
LAURENCE J. CLARKE, Librarian  
FRANK A. CLARVOE, JR., Secretary to Commission

# PUBLIC UTILITIES COMMISSION

287 City Hall, 2, 2 HE 1-2327  
Meets every Monday at 2:00 P.M.

JOSEPH MARTIN, JR., Director, 400 Montgomery St., 2, 12, 4  
AMAL F. DEL CARLO, Vice-Pres., 200 Guerrero St., 2, 12, 4  
EDWARD B. BARON, 44 Cass Way, 2, 25, WE 1-8301  
OLIVER M. ROUSSEAU, 1100 Sacramento St., 2, 8  
RONALD A. CAMERON, 2560 Ocean Ave., 2, 27  
R. J. McDONALD, Secretary  
JAMES H. TURNER, Manager of Utilities  
JAMES J. FINN, Exec. Secy. to Manager

# Bureaus and Departments

UREAU OF ACCOUNTS—George P. NEGRI, Director, 287 City Hall.  
UREAU OF LIGHT, HEAT AND POWER—B. A. DE VINCE, Manager, 425 Mason St., 2, 2 PR 5-7000  
UREAU OF LIGHT, HEAT AND POWER—B. A. DE VINCE, Manager, 425 Mason St., 2, 2 PR 5-7000  
UREAU OF PERSONNEL AND SAFETY—PAUL J. FANNING, Dir., 901 Fremont Ave., 2, 15 FI 6-5656  
MUNICIPAL RAILWAY—CHARLES D. MILLER, Manager, 940 Fremont Ave., 2, 18 FI 6-6556  
F. INTERNATIONAL AIRPORT—FREDERIC B. BUTLER, Manager, So. Francisco, PL 6-0300  
UREAU OF PUBLIC SERVICE—VIRGIL L. ELLIOTT, Director, 287 City Hall, 2, 2 HE 1-2327  
WATER DEPARTMENT—GEORGE W. PRACY, General Manager, 425 Mason St., 2, 2 PR 5-7000

# PUBLIC WELFARE COMMISSION

585 Bush St., 2, 8 GA 1-5500  
Meets first and third Tuesdays of each month at 9 A.M.

EDWARD J. WREN, President, 1925 Mission St., 2, 3  
ERNEST D. HOWARD, 315 Montgomery, 2, 4  
RANK F. AGNOST, 8 E. Chronicle.  
JOHN J. DIPIERRO, 2500 Potrero Drive, 2, 27  
ALBERT S. SAMUELS, 856 Market St., 2, 2  
RONALD H. BORN, Director, Public Welfare  
MRS. EULALA SMITH, Secretary to Commission

# RECREATION AND PARK COMMISSION

McLaren Lodge, G.G. Park, 17, SK 1-4566  
Meets second and fourth Thursdays of each month at 3:00 P.M.

LOUIS SUTTER, President, 58 Sutter St., 2, 4  
WM. M. COFFMAN, 531 Market St., 2, 12  
JAMES L. ANDERSON, 2500 Valley Ave., 2, 12  
REV. EUGENE A. GALLAGHER, 988 Market St., 2, 2  
DR. FRANCIS J. HEER, 450 Sutter St., 2, 8  
MRS. JOSEPH A. MOORE, JR., 2500 G Street, 2, 23  
FRED D. PARR, 1, 19th St., 2, 11  
MAX G. FUNKE, General Manager  
WILLIAM S. BROWN, Exec. Secretary to Gen. Mgr.  
FRED McDEVITT, Secretary to Commission

# REDEVELOPMENT AGENCY

512 Golden Gate Ave., 2, 2 OR 3-6134  
Meets every Tuesday at 3:30 P.M.

JOSEPH L. ALIOTO, Chairman, 111 Sutter St., 2, 4  
LAWRENCE R. PALACIOS, Vice-Chr., 2940, 16th St., 2, 3  
DR. J. ROSE HAYES, 210 Post St.  
ROY P. COLE, 417 Market St.  
JAMES E. STRATTEN, 2013 Bush St., 2, 15  
EUGENE E. RIORDAN, Director  
M. C. HERMAN, Secretary

# RETIREMENT SYSTEM BOARD

460 McAllister St., 2, 2 HE 1-2121  
Meets every Wednesday at 3:00 P.M.

JOHN F. BRADY, President, 1296, 56th Ave., 2, 22  
B. R. CROWLEY, Dept. of Public Health, 2, 2  
BERFORD BROWN, First Western Bank  
WM. J. MURPHY, 1771, 45th Ave., 2, 22  
HARRY J. STEWART, 605 Market St., 2, 5  
Ex-Officio Members  
President, Board of Supervisors  
City Attorney  
RALPH R. NELSON, Consulting Actuary  
IRA G. THOMPSON, Secretary

# WAR MEMORIAL TRUSTEES

Veterans Building, 2, 2 MA 1-6600  
Meets second Thursday of each month at 3:00 P.M.

J. ROFUS KLAWANS, President, 235 Montgomery  
PRENTIS COBB HALE, Jr., Vice-Pres., 867 Market St.  
GEORGE T. DAVIS, 94 Post St., 2, 4  
SAM K. HARRISON, 451 Bryant  
EUGENE D. BENNETT, 235 Bush Ave., 2, 27  
SIDNEY M. EHRMAN, 14 Montgomery  
COL. FRANK A. FLYNN, 64 Post St.  
W. S. HENDERSON, 1450, 16th Ave.  
DAN S. HEWITT, 1834, 11th Ave.  
MILTON KLETTNER, 2170, 27th Avenue  
GUIDO J. MUSTA, 315 North Point  
RALPH T. A. STERN, 305 Clay  
EDWARD SHARKEY, Managing Director  
E. LAWRENCE GEORGE, Secretary

# SAN FRANCISCO MUSEUM OF ART

Veterans Building  
DR. GRACE MORLEY, Director, HE 1-2040

# DEPARTMENTS UNDER THE CHIEF ADMINISTRATIVE OFFICER

CORONER  
DR. HENRY W. TURKEL  
650 Merchant St., 2, 11 DO 2-0461

ELECTRICITY, DEPARTMENT OF  
45 Hyde St., 2, 2 HE 1-2121

DO T. O'WENSEND, Chief  
DYLLE L. SMITH, Staff of Plant

# FINANCE & RECORDS, DEPARTMENT OF

Vacancy, Director, 220 City Hall 2, 2 HE 1-2121  
COUNTY CLERK—MARTIN MORGAN, 317 City Hall, 2, 2 HE 1-2121  
PUBLIC ADMINISTRATOR—WILFRED A. ROBIN, 308, 463 City Hall, 2, 2 HE 1-2121  
RECORDER AND REGISTRAR OF VOTERS—THOMAS A. TOOMEY, 167 City Hall, 2, 2 HE 1-2121  
TAX COLLECTOR—JAMES REINFELD, 107 City Hall, 2, 2 HE 1-2121

# HORTICULTURAL COMMISSIONER

WILLIAM F. CARROLL  
Agricultural Building, Embarcadero, 2, 7, SU 1-3003

# PUBLIC HEALTH, DEPARTMENT OF

Health Center Building, 2, 2 UN 1-4701  
DR. ELIS D. SOX, Director Public Health  
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**DR. A. J. CLOUD**

(Continued from Page 10)

Spanish and German. First to be established on this model was the South Cosmopolitan Primary in 1857 at a location on Post Street near Stockton. A decade later, the noteworthy South Cosmopolitan Grammar and the North Cosmopolitan Grammar had been organized, while the South Cosmopolitan Primary and two other like schools gave instruction at a lower level. In that year, 1867, the South Cosmopolitan Primary enrolled 514 pupils who were offered instruction by a Principal and eight teachers.

The South Cosmopolitan Grammar, situated on Post Street near Stockton, then had an enrollment of 802 pupils whose educational welfare was guided by a Principal and eight teachers. The North Cosmopolitan Grammar occupied a site on Filbert Street near Taylor. Pupils to the number of 778 attended the sessions in 1867. The first woman Principal of a public school in San Francisco and probably in California—Miss Kate Kennedy—presided over this institution, assisted by fourteen teachers.

**NORMAL TRAINING CLASSES.**  
The School Department made provision from 1862-79 for the preparation of teachers by conducting professional training classes, and by supporting a Model School in connection with the plan of operation. These classes were notably successful but were discontinued in 1870 when the State Legislature voted to organize a State Normal School at San Jose. One must look ahead nearly thirty years to see a State Normal School established in San Francisco, the precursor of the great San Francisco State College of today.

A non-public school for Negro children had been conducted in the basement of a Methodist Church at the corner of Virginia Place and

Jackson Street for nearly ten years before the Board of Education assumed responsibility for the education of this group of children. In 1864, the Board erected at Broadway near Powell Street a commodious building for this so-called "Colored School," equipped to care for 110 pupils. (In 1875, a school census fixed the number of Negro children in the city of 87 boys, 76 girls. In that year, the Board abolished segregation—eighty years ahead of a recent U. S. Supreme Court decision.)

A day Chinese School was organized in 1859 at the corner of Stockton Street and Sacramento, but it is reported to have had a precarious existence owing to a "want of pupils and a lack of interest." First, it was turned into an evening school, and then it was discontinued—all within the space of a few months. In 1875, there were 855 Chinese under 17 years of age residing in the city as enumerated in the school census.)

**THE CURRICULUM: WRITTEN EXAMINATIONS**

Writing, reading and arithmetic formed the core of the lower school curriculum of the times, with much emphasis also upon penmanship, spelling and geography. Instruction without much doubt was vigorously reinforced with "ferules" or leather straps, though perhaps not by the traditional "hickory sticks." The Special Subjects\* of music and drawing, introduced during this era, gained favor under the direction of expert "Supervisors."

Stiff annual and semi-annual examinations for promotion were the order of the day. Results were measured by percentages. The few examples that follow are samplings selected from Superintendent Pelton's listing in 1866. From them it will readily be diagnosed how "bright" the primary school children of San Francisco in that year must have been to gain promotion.

5th Grade Arithmetic corresponding to today's 4th grade—age of pupils 9-10-11 years.

What is notation? (one credit)  
Write in words 50964007 (two credits)

Divide 7663 by 97 (three credits)  
At 5/7 of a dollar a yard, what will 8 yards of silk cost? (three credits)

Spelling  
Catafarr; Arrrogance  
Geography

Name of capitals of Ecuador, Chili, Spain, Prussia, Greece, Denmark. (Three credits)

This examination system enjoyed a big run until 1876 when it was abolished on the ground that it encouraged "cramping."

In former articles I have warmly commended the important and impressive services of our first Superintendent of Schools, Colonel Thomas J. Nevins, in organizing

the earliest public schools of San Francisco and in securing school sites, several of which are held to this day by the Board of Education.

These sites include the exceedingly valuable property at the corner of Fifth and Market Street from which a large annual income is derived. In 1864, the Board of Education was apprised of the death of Colonel Nevins in "Nevada Territory." The Board thereupon resolved to bring his remains to San Francisco for interment—remarkable as clear evidence of its recognition of his contribution to the School System—secured authorization from the Legislature to expend public funds for the purpose and consummated its plan. Said Superintendent George Tait, "Such an act was but a fitting tribute to the merit of a faithful public servant."

**THE WEDDINGS OF THE RAILS**

The epochal event in the lives of San Franciscans at the close of the Sixties was the completion of the first transcontinental railroad dramatized by the driving of the Golden Spike at Promontory Point, Utah, and hailed with nation-wide enthusiasm and wild excitement in San Francisco. Bret Harte acclaimed it in Overland Monthly.

"What was it the engine said? Pilots touching—head to head."  
What was its meaning to Californians in 1869?

It meant to them that isolation was ended; that the long, hard, exhausting journey by land or sea to points "back East" no longer must be endured; that commerce could now flow much more freely back and forth. To them, it was like an "open sesame" to unlock the door into a bright and glorious future.

John C. Pelton, it may be recalled, opened a school in San Francisco in the earliest Gold Rush days. In 1867, reporting in his capacity as Superintendent of the city's public schools, Mr. Pelton assumed the role of the prophet to write:

(San Francisco will) "become one of the prominent cities of the world—we have our representative institutions, commercial, literary, social, benevolent, and religious and second in importance to none of these—(our) Public Schools—these argue most favorably for future character of our people and the permanence of our prosperity."

Nor was Superintendent James Denman far behind Mr. Pelton when he declared in 1868: "The records of the School Department show that San Francisco is rapidly increasing in population and all the elements which constitute a great and prosperous city."

Part Six of this informative and particularly fascinating series of articles by Dr. Cloud on Early San Francisco's Schools will appear in the April issue.

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(Continued from Page 3)

sealed containers and sterilized.

The ripe olive industry was a pioneer in the field of informative labeling. Each label shows specifically the size of the olive as well as indicating how many olives are in each container.

Both pitted and whole ripe olives are graded according to size and packed in a variety of tin and glass containers ranging from the small buffet sizes to a quart size. Chopped and sliced ripe olives are packed in buffet size tins for home use. There is an appropriate size and pack for every purpose.

California ripe olives are comparatively new, but the olive itself is the earliest fruit mentioned in history. The trees live longest of all trees bearing fruit. The family background is rich and romantic.

Olives were first grown by the Assyrians and then taken to the Holy Land. The six remaining olive trees in the Garden of Gethsemane, familiar landmarks for tourists traveling in the Holy Land, are known to be well over 2,000 years old. Four and five hundred-year-old groves in Southern France, Italy, Spain, and Greece are still bearing commercially valuable fruits. During the 17th and 18th centuries, olives were grown to some extent in Mexico and it was from there that the padres brought them to California.

The information above was furnished me by the Rocca Bella Olive Association of Burson, California; any olive product bearing the Rocca Bella label is as fine as the market produces and Rocca Bella products are on sale by quality grocers throughout California.

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\* \* \*

In San Francisco we are aware of the Franciscans and of the fact that our city was named after the founder of the Franciscan order, Saint Francis of Assisi. Actually, the name can be applied to three religious orders instituted by Saint Francis in the 13th century. They are the Friars Minor, the Poor Clares, and the Third Order, or Brothers and Sisters of Penance. The first-named is the original society and the order commonly known as the Franciscan. The Franciscans have devoted themselves particularly to missionary and educational work. Christopher Columbus was accompanied by Franciscan fathers who, in 1493, established convents on the island of Haiti. Father Junipero Serra, founder of the California Missions was a Franciscan.

The Poor Clares is the oldest of the several Franciscan orders for women, having been established in 1212, when Saint Clare adopted the religious life under the teachings of Saint Francis.

(I am indebted to the Lincoln Library for the facts presented on the Franciscan order.)

\* \* \*

An anonymous reader has sent me the following:

When God gave out brains,  
I thought He said trains,  
And I missed mine.  
When He gave out loafs,  
I thought He said: "Books."  
And I didn't want any.

When He gave out noses,  
I thought He said: "Roses."  
And I ordered a big one.  
When He gave out legs,  
I thought He said: "Kegs."  
And I ordered two fat ones.

When He gave out ears,  
I thought He said: "Beers."  
And I ordered two long ones.  
When He gave out chins,  
I thought He said: "Gins."  
And I ordered a double.  
Gosh,—am I a mess?

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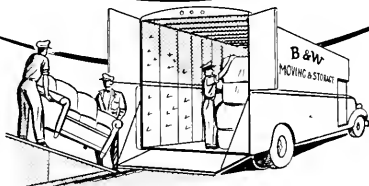
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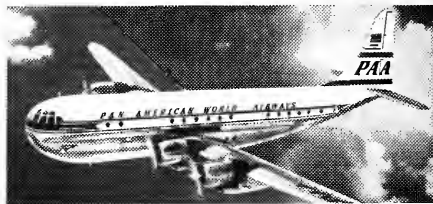
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(See story on Page 5)

## LETTERS TO THE EDITOR

WILSON MEYER

333 Montgomery Street

Editor:

The CITY-COUNTY RECORD for March was a real joy to the Wilson Meyer family. I have not had the spotlight pointed at me in



WILSON MEYER, President  
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this manner before, and I have just been uncertain about whether or not I should be there.

Mrs. Meyer and the younger generation all seem to be very happy and pleased, so that seems to be the answer!

My sincere thanks to you for your courtesy and consideration. I am very proud to be amongst your list of many friends on the cover of the "Magazine of Good Government."

Best regards,

WILSON MEYER

MRS. GEORGE CHRISTOPHER

Editor:

You were most generous and kind in your article about me which appeared in your fine City-County Record recently. It was beautifully written and both Mr. Christopher and I appreciated it.

Many, many thanks and warmest regards in which Mr. Christopher joins me.

Cordially yours,

TULA CHRISTOPHER

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SAN FRANCISCO

Editor:

Thank you indeed for the publicity extended to the San Francisco Library in connection with the fine articles on "The First Public Schools in San Francisco," the first part of which appeared in the November, 1955 issue of the City-County Record.

We are attaching herewith the list of names, together with addresses and telephone numbers, of the new Library Commission appointed under the present administration.

Assuring you of our willingness to cooperate at any time, we are,  
Yours very truly,

L. J. CLARKE,  
Librarian

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Editor:

We at Pan American want to thank you for the unusually full



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and excellent coverage you gave to our 29th anniversary of flying the Pacific.

As one who—as Bill Flynn so aptly put it—has seen the transition from the Jennie to jets, I am proud not only of my own company's achievements, but the entire industry's.

All the best to your excellent publication.

Sincerely,

CLARENCE M. YOUNG,  
Executive Vice President

Editor:

Please mail me in enclosed envelope at your earliest convenience, an additional copy of your March issue with latest directory of City and County Officers. If there has been any changes since it was issued you be kind enough to correct list to correspond.

I am mailing copies of our San Francisco issue of Motorland to a few key people and your list will



East Bay Municipal Utility District receives the National Safety Council "Award of Honor," highest award presented to industry for safety. Louis Breuner, EBMUD Board President, holds the award presented by David Arm, National Director of Industrial Safety for the National Safety Council (standing at Breuner's immediate left) as EBMUD executives William Stephens, Personnel Manager (left) and John W. McFarland, General Manager (right) look on. Only four national honor awards will be presented Bay Area industries this year by the National Safety Council.



Dr. Robert C. Miller, center, accepts check from Charles Bange, president of the San Francisco Aquarium Society, for the installation of a stereophonic sound system in the artificial swamp of Steinhart Aquarium. At left is Earl S. Herald, curator of aquatic biology, Steinhart Aquarium. Dr. Miller is also host of "Science in Action," the Academy's television program.

furnish names I need.

Am putting through today, also, our order for annual subscription to the Record which should reach you shortly.

Under separate cover, I am returning ten glossy prints of various city officials which you so kindly made available to me for use by my young daughter in a school project. The good Sister

teaching her class liked them well, and displayed them, though had a hard time getting them back from her. Enclosed is the typewritten memorandum which was put on the board for the children to observe.

With kindest personal regards  
Sincerely yours,

WM. F. KILCLINE  
Editor MOTORLAND

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APRIL, 1956

## Around and About

By WHIT HENRY

WITH STARTLING REGULARITY the announcement is made that the California Relief Map that has long been in the Ferry Building is to be junked or moved to Los Angeles; that it takes too much room and has outlived its usefulness; there is no place for it in San Francisco. This is a sad state of affairs. Everybody in San Francisco wants the map to stay here except the people who could make it possible. Anyone who has seen teachers from our grammar schools shepherding their little students along the display would say that any sacrifice to retain the map would be worthwhile. Look at the waste space in the Terminal Building; surely room could be found there for it. Or possibly George Whitney could find a place for it out at Playland at the Beach. Is there room for it on top of the Standard Oil Building? What a promotion they could make out of it by pointing out roads to be taken in cars powered by Standard gasoline. But by all means, let us preserve the map for San Francisco.

don't mean for professional talent but real, honest amateur talent. This is an idea that I hope has real (Continued on Page 23)

## How well do you know San Francisco?



EVEN most lifelong residents of the Bay Area haven't visited all the famous landmarks that have made San Francisco beloved the world over. If you're a stranger, a Gray Line tour is a must; if you're a native, you'll still find a tour exciting, informative, entertaining. Be sure to tell visiting friends: Take a Gray Line tour of San Francisco. Hundreds of thousands do—every year and say, "There's nothing like it!"

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THERE ISN'T AN EX-VAUDE-VILLIAN or former actor that doesn't relive the days when he was on the stage, and among his memories are those of breaking into show business. But where are the opportunities today for a youngster with only a hope and untested ability to find out if he has what it takes to get on a stage and entertain an audience? Of course the schools teach dramatics, and there are professional schools but there is no legitimate stage upon which a youngster may try his talents. Wouldn't it be possible for some theater to put on a real old fashioned "Amateur Night," the way they used to do it? I don't

## HOUSING AUTHORITY REVERSES USUAL CUSTOM AS CHAIRMAN PASSES HUGE CHECK TO MAYOR

A VERY UNUSUAL EVENT transpired in Mayor George Christopher's office recently when he was handed a check made out to Treasurer of the City and County of San Francisco totaling \$143,779.50. The presentation was made by Lloyd E. Wilson, chairman of the Housing Authority.

The transaction was unique in that it recorded a city agency turning over to the city a substantial amount instead of taking the funds away from the city.

In presenting the check to the Mayor, Chairman Wilson reminded him of a number of details in con-

only accomplished the first slum clearance project by removing approximately four city blocks of dilapidated, pre-1906 structures but replaced these with modern low-rent apartments that will bring the city an increase in tax return of about 50 per cent more than the



Presentation by S. F. Housing Commission of tax payment to Mayor George Christopher; (left to right) Commissioner B. L. Havside, Chairman Lloyd E. Wilson, Mayor Christopher, Vice Chairman Charles J. Jung, and Commissioner A. F. Mailloux.

nection with the transaction. The check was in the first place a payment in lieu of taxes.

The check represented a return in this form of \$106,951.19 from the Authority's permanent low-rent housing for the fiscal year 1954-5 and \$36,828.31 from war housing for the fiscal year 1955-6.

As a matter of fact the ceremony was not unusual except for the fact that only this agency of the city gave funds to the city instead of requesting them. The ceremony itself was one repeated annually since the Housing Authority began receiving revenue from the rental of its various projects.

Chairman Wilson pointed out that since the first payment in lieu of taxes the Housing Authority has paid over to the city a total of \$3,930,874.07. But perhaps the most remarkable part of this financial record is that of the amount just mentioned \$1,092,763.27 was entirely voluntary and not required by law or contract.

Wilson made especial reference to the Yerba Buena Plaza, formerly known as Francisco Plaza. Here, he said the Housing Authority not

original improvements on the land.

"We think that Yerba Buena Plaza has set a high standard for the future redevelopment of the entire Western Addition," Commissioner Wilson told the Mayor.

In the party with Commissioner Wilson at the time of presenting the check to the Mayor were the other members of the Housing Commission: Charles J. Jung, vice-chairman, Al F. Mailloux, Byron L. Havside and Charles L. Conlan.

## RICHFIELD OIL HONORS S. F. FIRE DEPARTMENT

A high point of the commemoration of the fifteenth anniversary of the earthquake and fire of 1906 will be the "Success Story" appearance of the San Francisco Fire Department on Thursday, April 19th, at 7:00 p.m. on GKO-TV. The highly rated Richfield Oil Co. show will feature the training of modern fire fighters; most of the action of this live, on-the-spot telecast will take place at the department's new training center at Nineteenth and Folsom Streets.

"For a most interesting and en-



San Francisco Chapter of the National Association of Life Insurance Underwriters celebrated its Fiftieth Anniversary Thursday, March 5, at the Fairmont's Gold Room. The affair was outstanding. Photo above shows (left to right) Carl Wente, State Chamber of Commerce president, guest speaker Attorney General Edmund G. (Pat) Brown; and General Chairman Henry North, Vice President of Metropolitan Life Insurance Company.



Under Sheriff and Former Supervisor John P. Figone was installed March 15 as President of the Italian Federation of Societies in California before an overflow audience in Fugasi Hall, North Beach. Photo above shows (left to right) Armond J. DeMartini, Vice Principal, A. P. Giannini Junior High School, Banquet Chairman; President Figone; Installing Officer, Superior

Judge Walter Carpenetti; and Chairman Joe D. Molinari, President, Sunset Scavenger Company, installing as Vice President.

joyable half-hour, see our program on GKO-TV on April 19th at 7:00 p.m.," said Fire Chief Frank Kelly; "you'll be on the edge of your seat most of the time, or miss my guess—remember Channel 7 at 7 on the 19th, and please pass the word along."



FRANK P. KELLY, Chief  
San Francisco Fire Department

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# ORLA ST. CLAIRE

## Superior Court Judge City and County of San Francisco

*"A Native Californian of Great Distinction!"*

By WILLIAM FLYNN, Record Staff Writer

**O**RLA ST. CLAIRE, Judge of the Superior Court of San Francisco, is a jurist who is thrice blessed.

He has a professional's knowledge of the law. He has a sense of social responsibility. And, he has a sense of humor.

It is fundamental that a judge have a knowledge of the law. When the jurist also has a sense of social responsibility that can be tempered with manifestations of a sense of humor at the right time, the citizens for whom he works consider themselves a bit lucky.

The fact that Judge St. Claire possesses these attributes probably is due to circumstances. But his practice of holding them in check with a loose rein is one of deliberate design.

### JOINED MARINES

Judge St. Claire did not always live with a belief that he had a mission in life to perform in the service of the law. He once had an idea he would make a fine addition to the Marine Corps. At another stage of life he decided that he would be a mining engineer. He finally settled on the law.

The son of the Rev. Fred Francis and Anna Priest St. Claire, Judge St. Claire was born January 19, 1903 at Santa Rosa. He was educated in the public schools of Berkeley, and was awarded his Bachelor of Art Degree by the University of California in 1926. Two years later he was awarded the degree of Doctor of Jurisprudence and several months later won his legal "union ticket" by passing the state bar examination.

### LEGAL CAREER

He then began a career in private practice that not only led him to the Superior Court Bench but was also reasonably profitable in a monetary way.

For two years after he was admitted to practice, he was associated with the firm of Wyckoff, Gardner & Parker, at Watsonville. In 1931 he was appointed Assistant General Counsel for the Pacific Greyhound Lines with headquarters at San Francisco and remained in that capacity until 1934.

With the exception of service in the Army during World War II, Judge St. Claire was engaged in the

general practice of law in San Francisco as a partner of the firm of St. Claire, Connolly and Cerini.

He became an inactive member of the firm on October 14, 1952, when he was appointed a Judge of the Municipal Court by Governor Earl Warren, now Chief Justice of the United States. Before his term was concluded, he was appointed to the Superior Bench by Governor Goodwin J. Knight, on January 22, 1954.

When he was first appointed to the Bench, Judge St. Claire was



ORLA ST. CLAIRE  
S. F. Superior Court Judge

serving as President of the Bar Association of San Francisco.

With the carefully controlled traits of an individualist, Judge St. Claire always had an urge to seek adventure. When he was 16 he ran



A HAPPY RECOLLECTION

ABA Banquet held night of Judge St. Claire's appointment to San Francisco Municipal Bench in October 1952. Left—Charles Boardsley, President, State Bar Association of California; Governor Earl Warren, and newly appointed Judge Orla St. Claire, the then president of the San Francisco Bar Association.

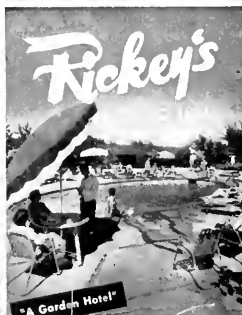
away from home and enlisted in the Marine Corps. He served through boot camp and then was retired when his parents caught up with him and brought the fact that he was under age to the attention of the Corps.

But that session with the Marines did not quench for all time his belief that there was something worth while in the military life.

### WORLD WAR II

When World War II rolled around he was called to active duty with the rank of Captain. In keeping with his practice of individualism, he was active not in the judge advocates division but in the Signal Corps, an equally technical branch of the service.

(Continued on next page)



4 FAMOUS RESTAURANTS  
Palo Alto, San Francisco and Stonestown, California

## JUDGE ST. CLAIRE

(Continued from Page 5)

During his legal career as a practicing attorney, Judge St. Clair had represented Globe Wireless, the pioneer San Francisco international communications firm. The Army found this background and experience valuable. He was sent overseas to work with his opposite numbers in the Allied Forces in establishing all types of communications on the international level.

When the war ended he held the rank of Lieutenant Colonel and had been awarded the Legion of Merit and was entitled to wear the ribbons indicating service in the Asiatic-Pacific theater, the American Defense Ribbon, the European theater and Victory ribbons.

### CLUB AFFILIATIONS

With this background he became active in affairs of the American Legion and served as Commander of Rialto Post No. 203.

He is a member of the Commonwealth Club of California and the Press and Union League Club. His professional and civic affiliations include the American Bar Association, the Conference of California Judges, the Advisory Board, the National Conference of Christians and Jews; and he is a director of



### INDUCTION TO MUNICIPAL COURT, OCTOBER 1952

Left—Induction Officer, Chief Justice Phil S. Gibson, California Supreme Court; Mrs. Evalyn St. Claire, charming wife of the Judge; Judge St. Clair; and Mrs. Anna St. Claire, mother of the Judge. (Photo by George Shimmom.)

the Northern California Service League.

In 1935 he married Evalyn Henderson, a member of a pioneer California family. They have no children.

As a Superior Court Judge, Orla

St. Clair shoulders the obligation to provide justice for the citizenry. But he assumes the additional responsibility of attempting to provide an additional something to justice.

This is basically reflected in his continuing concern with the problem of rehabilitation of convicted law violators through the activities of the Northern California Service League, an organization dedicated to the principal that reformation of criminals is possible.

Judge St. Clair is concentrating his efforts in the county jail field. He believes that rehabilitation of those receiving county jail sentences is completely possible if society provides the means and guidance for reformation.

Working closely with Sheriff Dan Gallagher for whom he has high regard, the League and Judge St. Clair seem to have proved their theory to be considerably more than mere theory.

Before the League undertook its program among county jail prisoners, about 80 per cent of them returned to serve another term. Now through both physical and mental treatment and educational opportunities, the percentage of "returnees" has been reduced to about 20 per cent.

This reduction reflects more than social gain.

### TAX SAVINGS

It also is a saving for the taxpayers.

He reasons that it is much cheaper for the taxpayers to have a reformed criminal numbered among the solid citizens that it is to support a habitual criminal either in the county jail or in the state's prison.

When it is considered that the average per capita cost of maintaining the state prison system is



### INDUCTION TO SUPERIOR COURT, JANUARY 1954

Judge St. Claire receives congratulations from his lovely wife, Mrs. Evalyn St. Claire.

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somewhere in the neighborhood of \$1,800 a year, he probably is right.

But it sometimes is difficult to sell the cost of the initial investment to the taxpayers. For this reason Judge St. Clair and other members of the League have little hope of obtaining the professional staff required for optimum effort in their program.

But Judge St. Clair, the teen-ager Marine, the World War II working Army officer, the practicing attorney, the Judge with professional skill, a sense of social responsibility, and a sense of humor, will continue to constructively serve the community.



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## Women of Distinction

PATRICIA O'BRIEN CONNICH

Personal Secretary to Mayor George Christopher

By Record Staff Writer

FOR AN OUTSTANDING EXAMPLE of a lady who leads a wonderful life, who knows it, and enjoys every moment to the full, we present Patricia O'Brien Connich, personal secretary to Mayor George Christopher.

She is Mrs. Patricia Connich in private life, but known to her host of friends as "Pat."

A dark-haired Irish beauty, with deep blue eyes and a milk and roses complexion, she was named for her grandfather Patrick O'Brien, who took an active part in the Irish Rebellion before emigrating to the United States and becoming an American citizen. His son, William, who came to California in 1906, was her father, and it was here in San Francisco that Patricia and her brother, William, Jr., were born and brought up. And Pat, for one, wouldn't live anywhere else.

There is far more to her story, of course, than those simple outlines would indicate.

### REMARKABLE PERSON

Pat Connich is a remarkable person, with a career behind her as well as ahead. As a little girl she attended St. Vincent de Paul Grammar School, in the Pacific Heights district, and later went to Galileo High School. There her all-round activities included being a yell-leader, tournament tennis player, class vice-president, and taking a leading part in dramatics. But she decided then that merchandising was her major interest, and while still in high school she began working for Roos Brothers.

After her graduation in 1937 she kept on, with a full-time job. There soon followed an offer from the Emporium, where she became a department manager, and eventually a buyer. In the meantime she had married, and as her husband was in the Army Air Force, she gave up her job in 1943 to be with him. This meant considerable moving about, in California, Nevada, Arizona and Texas.

### REPUBLICAN PARTY

In 1944 she became actively interested in the Republican Party. It wasn't so easy being an ardent Republican in Texas, she admits with a smile; but back in California she soon became the state vice-president of the Republican Assembly. She went on from there to become vice-chairman of the Republican State Central Committee, serving two terms; then women's chairman for Northern California for Warren for Governor, Eisenhower for President and Knowland for Senator.

The climax came when she was selected as a delegate to the Na-

end, you don't yet know Pat Connich!

She was glad, though, that it didn't last too long, for back at home were the engrossing concerns of her growing family. Politics were incidental (almost) for a few years; but now that Michael is fifteen, Antonia ten, and Brian five years old, and her mother is with her to keep an eye on this active young household, Pat is happy to be in the thick of things again.

What sort of a person is she, this young woman with both such a full and happy home life, and a successful career? She is friendly, delightful, easy to talk to, fun to be with. Highly intelligent, too, as must be obvious, but it would never occur to her to try to im-

The Connichs live in an attractive, comfortable seven-room house in Forest Hill. The furnishings are an unplanned but happy combination of Colonial and modern, things they had, and things they like; while the children are growing up, their parents are "not too concerned" with interior decoration. "It's a very lived-in house," Pat says truly. "If anything breaks, it doesn't break our hearts."

### ENJOY HOME

With such a philosophy, how could they help but enjoy their home? Pat doesn't care much for housework or gardening, but cooking is a hobby with both her husband and herself. They like to try out interesting national dishes, and all sorts of new things. They love to entertain, too—most informally, with a simple, succulent meal, usually followed by three or four hours of lively political discussion, or some music, depending on the company. They are not frequent concert or opera-goers, but take great pleasure in their large record collection. The theatre they do love, and are pretty regular attendants at first nights. They like good movies, too, and take the time to go.

### READS PAPERS

Pat reads the papers thoroughly, but her book rearing, she says is spasmodic. She likes a good novel, though, (not a mystery), biography, and occasionally something humorous.

The week-ends are spent mostly out-of-doors. The Connichs love sailing, and are often out in the 19-foot sloop they keep at the Yacht Harbor in Sausalito. They are enthusiastic campers, too, and take the children camping every summer. Generally they have no special destination, but just load the trailer, hitch it on and start out. Brian had his first taste of the greater outdoors—a trip to Bass Lake—when he was two weeks old.

### WITHOUT PETS

There are no pets in the Connich household at present, though they have had Afghan hounds, parakeets and tropical fish. But one day, when the fish were temporarily ensconced in the kitchen sink, Brian accidentally pulled the plug. And that was the last of the pretty fish, which Pat had chosen for their bright colors.

She likes bright colors in the house, too, and to a discreet extent in dress, yellow being her favorite shade. For business she prefers dark simplicity, heightened to elegance, for special occasions, by furs or well-chosen jewelry.

She's been working for the present Mayor since last April, when she took over the management of his campaign headquarters. But

(Continued on Page 23)



A WOMAN OF DISTINCTION

tional Republican Convention in Chicago in 1952, and not only a delegate, but secretary of the delegation, so that she really had an inside track to all that was going on during those history-making days.

And if you think she wasn't fully appreciative of her unique opportunities, fascinated by it all, and more than equal to holding up her

press anybody with this. Nor, apparently, would it occur to her that one of her best forms of persuasion is her Irish voice, soft as a rippling brook. She can accomplish all she does because she takes life easily, and doesn't try to crowd in the things that don't interest her. And this, of course, is greatly to the benefit of her chosen activities.



## CUTTING THE GORDIAN KNOT IN SAN FRANCISCO'S RAPIDLY INCREASING TRAFFIC: 1948 TO 1956

By ROSS T. SHOAF, Traffic Engineer  
City and County of San Francisco

**DO YOU WEIGH 30 PER CENT MORE THAN YOU DID SEVEN YEARS AGO?** Are you one-third taller? Do chairs break when you sit down or do you have to "duck" going from room to room? "No," you say, "Thank goodness I'm normal." But still you do have to recognize one source of trouble that is growing that fast. Traffic volume in San Francisco has been increasing at the rate of about 5 per cent per year since 1947 and that "ain't hay." Still with the changes in traffic control that have taken place you can get around town to-day with about the same speed of travel as you formerly did.

Traffic agencies have made progress in keeping up with the traffic problem by sheer determination and a desire on the part of all concerned to do a good job. But with the continued increase in regional population and use of the automobile the need for more elaborate changes affecting the pocket book of every citizen continues to grow. A review of what has been done in the last seven years may very well be an indication of what must be done in the future to keep abreast of our growing problem child.

### MODERN CONTROL

The start of modern traffic control in San Francisco began in 1946 with the appointment of a mayor's Traffic Technical Committee composed of the heads of four traffic operating departments

Department of Public Works, Police Department, Municipal Railway (Public Utilities) and City Planning Department. Following a long study and review of the anticipated and growing traffic problems resulting from the great population growth during World War II, Bond Issues, reorganization and planning surveys were recommended. Shortly thereafter, through the direction of the California State Division of Highways and under the sponsorship of the Public Roads Administration, an "origin and destination" study was made in nine cities surrounding San Francisco Bay. This "origin and destination" survey using the home interview method of questioning was completed in the early part of 1948. On recommendation of the Mayor's Traffic Technical Committee, the consulting firm of De Leuw, Cather and Company was employed by the City to analyze the data collected by the State and Public Roads Administration and to prepare an overall traffic and transportation plan for San Francisco. This plan in large part has been adopted by the City and in the subsequent years to date, has been the basis upon which most of the planning both for long

### Author

ROSS T. SHOAF, City Traffic Engineer in the San Francisco Department of Public Works, and a registered Civil Engineer in the State of California has worked for the City since 1935. A graduate of the University of California, he has studied at the Harvard Graduate School of Business Administration, the Yale Bureau of Highway Traffic and has taught traffic engineering at the Institute of Transportation and Traffic Engineering for the University of California.

During World War II he was attached to the Transportation Corps in the European Theater as a Civilian Traffic Engineer and has been in charge of the Traffic Engineering Division in San Francisco since 1949.

range and interim period operations was based.

The original four-department committee has continued to function very closely; while not always on a formal executive plane at least on a staff level. With long-range planning taking place, not only in the Department of Public Works but in the State Division of Highways, the Municipal Railway and the Parking Authority; as well, improvements in day to day operations on existing street has continued at an unabated pace. This work has advanced on every front and with the aid of bond issues voted by the City together with increased gas taxes made available from the State of California, much has been accomplished in this direction. An overall review indicates that the progress which has taken place to date can be attributed to a very much enlarged traffic signal system with modern traffic control devices, a large program of channelization, a comprehensive one-way street pattern, introduction of parking meters, removal of street-car tracks and substitution of striping and traffic signing, the introduction of peak hour towaway of parked cars at the curbside control of turning movements and an accelerated program of public relations.

Since the start of the original program there has been installed





**BEFORE AND AFTER:** Picture on left shows streetcar tracks, poor paving and left-turn conflicts. After improvements (right) street has improved capacity, more beauty and pedestrian refuges for safety.

115 miles of coordinated traffic signals. In addition, there has been installed 105 isolated traffic signals as well as 127 pedestrian traffic control lights. Of the traffic signals which have been installed, 112 have been of the fixed time type of operation and 117 of the traffic actuated type which automatically adjust timing to the changes and fluctuations of traffic volume. Practically every type and combination of traffic signal control has been introduced in San Francisco since 1947 and San Francisco is still taking full advantage of all improvements in traffic control devices.

#### CHANNELIZATION

Channelization has been widely used as means of making traffic signals work more efficiently at complicated intersections and has also been a means of eliminating the need for signals at other locations. San Francisco, with its variable street traffic pattern inherited from pioneer days, was soon to learn that modern vehicular traffic control could not overcome the conflicts and reduced capacity resulting if all people were permitted to travel as they saw fit. With channelization as a technique, complicated intersections have been simplified and intersections of minor importance creating serious conflicts to the major flow of traffic have been completely eliminated or reduced to a point where resulting conflicts caused little if any congestion. Since 1947 there have been 30 miles of center islands installed and 131 intersections channelized.

One-way streets based primarily upon the original program proposed by De Leuw, Cather and Company have been instituted. One-way operation came only after many and long drawn out public hearings. The program however, has not ceased with the original recommendations. Experience proved that the one-way street was a device which must be instituted if the City was to cope with the ever-increasing traffic volumes. The principal one-way streets originally instituted were on the outskirts of the concentrated business district. Traffic authorities, however, have recently been successful in permanently installing two one-way streets right into the very heart of the concentrated district after a trial of 120 days during which the businessman has accepted these one-way streets as beneficial to business. To date there are 36 miles of major one-way streets installed in San Francisco.

#### TRAFFIC SHIFT

San Francisco since 1947 has attacked not only the overall problem of traffic congestion itself but the shift from mass transit to private passenger cars as well. With the introduction of trolley coaches and gas busses, there have been 100 miles of street-car tracks removed coupled with a complete reconstruction of street pavement. In many cases these street-car tracks were single tracks running down the center of the street making the street relatively ineffective for general traffic use.

As a result of new smooth pave-

ment surfaces, together with reroutings by means of one-way streets, traffic signals and channelization, streets which formerly carried very few automobiles now carry relatively high volumes of vehicular traffic together with mass transit. With the introduction of trolley coaches and gas busses, mass transit was likewise speeded up not only because of the ease with which these types of transit vehicles could move but the facility with which they could load and unload at the curbside. The introduction of the new types of transit vehicles presented the opportunity for introducing more efficient spacing of transit stops and of changing the riding habits of people who expected to be able to board a street-car at every intersection no matter how close it was to a previous stop.

The Municipal Railway, working closely with the three other operating departments have updated their operations by instituting many practices not formerly employed or made possible with a large network of street-cars. Skip stops mentioned above, consolidation of duplicate lines resulting from former competitive companies, express routes, dead-heading and short routing all provided means of improving schedules and running times which have a delaying effect on the trend from public transit to private car.

San Francisco pioneered in the State of California the practice of towing away vehicles parked at the curb during the peak hours of traffic demand. This practice start-

ed in 1947 and since the original towaway signs were erected there have been 37.5 miles of towaway streets instituted although many miles of towaway streets have had parking restored upon the introduction of one way operation. These streets have been principally in the downtown concentrated area but on occasion have been extended as many as four miles outside of the concentrated area on some roads which feed high volumes of traffic into the central

(Continued on next page)

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San Francisco's Bayshore boulevard (left) is a modern, six-lane freeway; carefully engineered guide lines are used on many streets (right) to turn traffic safely and efficiently.

business district. Along with this practice of parking prohibitions there have also been introduced 10 miles of roadway in which left turns from the main artery are prohibited during the peak hours of traffic.

With the advent of these major changes, there have been corollary changes in traffic pavement painting. Where formerly a centerline in the street meant a traffic stripe in the actual center of the street, a centerline now means division between traffic moving in opposite directions. The centerline of traffic today is painted in such a position as to give the street the greatest possible efficiency. In many instances, where the demand warrants two or three lanes of traffic in one direction and only one lane in the opposite direction the centerline will be shifted to satisfy these demands. In these instances, such streets might have been possible candidates for one-way operation except for local conditions which require two-way circulation or where routing of traffic would create greater congestion elsewhere.

#### TURNING LANES

San Francisco has likewise introduced multiple turning lanes by means of carefully designed guide lines through the intersection turning as many as three lanes of traffic either right or left as the case requires. The guide lines for turning movements have been carefully engineered and have not been painted simply as concentric circles but rather as the path of traffic in the lane to be

traffic flow will be smooth, without friction and thus with a minimum of accidents and congestion.

Considerable interest has been centered on the pedestrian problem not only from a standpoint of safety for the pedestrian but also as a means of reducing congestion for both vehicular and transit vehicles. "Walk" and "Wait" signals including a pedestrian clearance interval were introduced in the early stages of the traffic signal program. Pedestrian fences and pedestrian barricade have been introduced where very high vehicular turning movements take place or where jay-walking is difficult to control. Crosswalks have been re-organized and repainted in order that the pedestrian can cross the street in the shortest period of time and traffic islands specially designed for pedestrian refuge in the center of long crossings have been introduced in the interest of safety and efficiency.

With all these changes taking place and upsetting the normal routine of the traveling public for both pedestrians and motorists considerable public resistance was aroused primarily from individuals who were afraid that they personally would be adversely affected. As a result a program of public hearings was instituted in order to shorten the time of public acceptance.

It is now standard practice that whenever channelization or islands are to be installed in the city streets which will prohibit or restrict the turning movements that have existed for many years, notices are posted in the vicinity and

a public hearing is jointly held by the Director of Public Works and the Traffic Director of the Police Department. This public hearing has given an opportunity for the traffic technicians to meet the opposition first hand and explain the object of the intended design. It has also given the experts an opportunity to work with individuals and adjust the intended design where it could be determined that the hardship upon individual operations could be avoided without detriment to the plan benefiting the majority.

#### NEW PRACTICES

While these new traffic practices are being instituted on the existing streets, they are done with the full view of anticipated major street and long range planning. One-way streets, for example, are designed to tie in with the future ramps to the major freeway system which is being planned. Major streets are likewise being developed and planned with a full realization of the program for off-street parking.

Off-street parking has been considered a long range program and under the direction of the Parking Authority has been in the past directed principally toward encouraging private interests to develop adequate off-street parking facilities. However, off-street parking facilities by private interests have been very slow and therefore, the Parking Authority has increased its activity toward municipal participation. Since 1947 there have been 3,100 stalls introduced in the downtown district sponsored en-

tirely by private capital, and 1,120 stalls constructed on city land but financed on a competitive lease basis.

The Parking Authority is now planning the installation of 5,600 stalls in the central district in the next few years. Because these stalls are expected to be provided by the acquisition of private property through eminent domain, the introduction of rate control of off-street parking in San Francisco may soon be a reality. As a stop gap in the parking program parking meters were introduced to San Francisco in 1947 in order to increase turnover and provide more parking space for short term parkers doing business. There are now 12,559 parking meters in San Francisco, 13 per cent of which are in the downtown area.

The Freeway program in San Francisco started with construction in the outlying areas in 1950 has now reached into the downtown area. There have been completed 8.4 miles of freeways in San Francisco, and there are freeway agreements between the City and the State Division of Highways for 3 miles of freeways which are now in the construction stage. In addition, there are 20 miles of freeways that are in the planning stage jointly being undertaken by the State Division of Highways and the Department of Public Works. It is anticipated that by 1965 our presently contemplated freeway system will have been completed.

Long range planning of transit facilities in addition to the Municipal

al Railway's contemplated use of the freeways for express routes entered in a regional planning program. San Francisco along with counties around San Francisco Bay are organized on a regional basis by means of a State authorized Bay Area Rapid Transit Commission. San Francisco's contributions along with those of other counties have been matched by the State and have permitted the employment of the consulting firm of Parsons, Brinckerhoff, Hall & Macdonald. This firm has now rendered its regional transit plan report and local agencies are re-

viewing the plan looking toward the integration of regional and local transit planning.

In attempting therefore to sum up the accomplishments that have been made in meeting the problem of traffic congestion in San Francisco the following general statements can be made.

First, the traffic problem was recognized and defined. This was done by the four major departments primarily responsible for the city streets and movement thereon.

Second, the operating staffs were elevated and expanded to

match the importance of the problem in order to provide adequate manpower for the research and design required. In San Francisco elevation of the Traffic Bureau in the Police Department, elevation and enlargement of the Division of Traffic Engineering in the Department of Public Works as part of the City Engineer's Office, elevation of schedule making in the Municipal Railway to a Department of Schedules and Traffic has aided materially in coping with the current problem. The need for further improvements in traffic administration however is recog-

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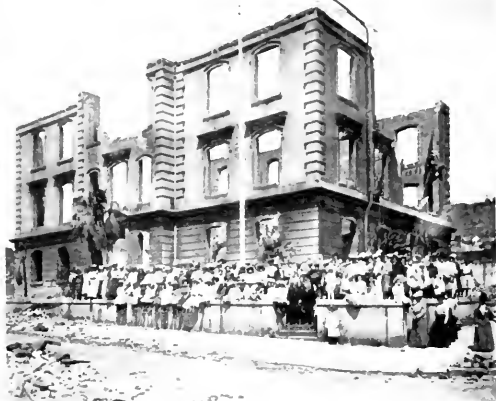
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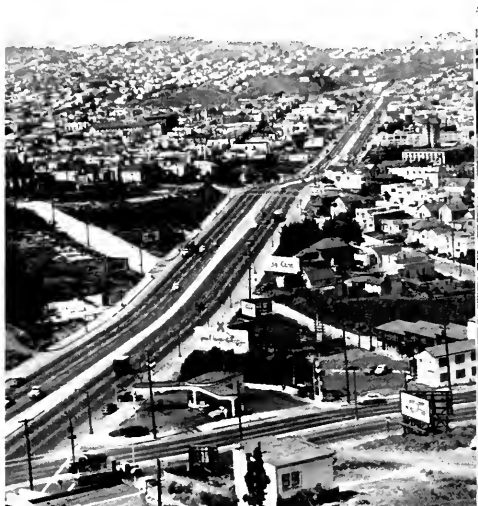


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ruins by Mrs. Fred G. Engel, 2355 Polk St., about April 21, 1906.



San Francisco's Bayshore boulevard (left) is a modern, six-lane freeway; carefully engineered guide lines are used on many streets (right) to turn traffic safely and efficiently.

business district. Along with this practice of parking prohibitions there have also been introduced 10 miles of roadway in which left turns from the main artery are prohibited during the peak hours of traffic.

With the advent of these major changes, there have been corollary changes in traffic pavement painting. Where formerly a centerline in the street meant a traffic stripe in the actual center of the street, a centerline now means division between traffic moving in opposite directions. The centerline of traffic today is painted in such a position as to give the street the greatest possible efficiency. In many instances, where the demand warrants two or three lanes of traffic in one direction and only one lane in the opposite direction the centerline will be shifted to satisfy these demands. In these instances, such streets might have been possible candidates for one-way operation except for local conditions which require two-way circulation or where rerouting of traffic would create greater congestion elsewhere.

#### TURNING LANES

San Francisco has likewise introduced multiple turning lanes by means of carefully designed guide lines through the intersection turning as many as three lanes of traffic either right or left as the case requires. These guide lines for turning movements have been carefully engineered. They have not been painted simply as concentric circles but rather to fit the path of traffic in order that the

traffic flow will be smooth, without friction and thus with a minimum of accidents and congestion.

Considerable interest has been centered on the pedestrian problem not only from a standpoint of safety for the pedestrian but also as a means of reducing congestion for both vehicular and transit vehicles. "Walk" and "Wait" signals including a pedestrian clearance interval were introduced in the early stages of the traffic signal program. Pedestrian fences and pedestrian barricade have been introduced where very high vehicular turning movements take place or where jay-walking is difficult to control. Crosswalks have been reorganized and repainted in order that the pedestrian can cross the street in the shortest period of time and traffic islands specially designed for pedestrian refuge in the center of long crossings have been introduced in the interest of safety and efficiency.

With all these changes taking place and upsetting the normal routine of the traveling public for both pedestrians and motorists considerable public resistance was aroused primarily from individuals who were afraid that they personally would be adversely affected. As a result a program of public hearings was instituted in order to shorten the time of public acceptance.

It is now standard practice that whenever channelization or islands are to be installed in the city streets which will prohibit or restrict the turning movements that have existed for many years, notices are posted in the vicinity and

a public hearing is jointly held by the Director of Public Works and the Traffic Director of the Police Department. This public hearing has given an opportunity for the traffic technicians to meet the opposition first hand and explain the object of the intended design. It has also given the experts an opportunity to work with individuals and adjust the intended design where it could be determined that the hardship upon individual operations could be avoided without detriment to the plan benefiting the majority.

#### NEW PRACTICES

While these new traffic practices are being instituted on the existing streets, they are done with the full view of anticipated major street and long range planning. One-way streets, for example, are designed to tie in with the future ramps to the major freeway system which is being planned. Major streets are likewise being developed and planned with a full realization of the program for off-street parking.

Off-street parking has been considered a long range program and under the direction of the Parking Authority has been in the past directed principally toward encouraging private interests to develop adequate off-street parking facilities. However, off-street parking facilities by private interests have been very slow and therefore, the Parking Authority has increased its activity toward municipal participation. Since 1947 there have been 3,100 stalls introduced in the downtown district sponsored en-

tirely by private capital, and 1,125 stalls constructed on city land but financed on a competitive lease basis.

The Parking Authority is now planning the installation of 5,600 stalls in the central district in the next few years. Because these stalls are expected to be provided by the acquisition of private property through eminent domain, the introduction of rate control of off-street parking in San Francisco may soon be a reality. As a stop gap in the parking program parking meters were introduced to San Francisco in 1947 in order to increase turnover and provide more parking space for short term parkers doing business. There are now 12,559 parking meters in San Francisco, 13 per cent of which are in the downtown area.

The Freeway program in San Francisco started with construction in the outlying areas in 1950, has now reached into the downtown area. There have been completed 8.4 miles of freeways in San Francisco, and there are freeway agreements between the City and the State Division of Highways for 3 miles of freeways which are now in the construction stage. In addition, there are 20 miles of freeways that are in the planning stage jointly being undertaken by the State Division of Highways and the Department of Public Works. It is anticipated that by 1965 our presently contemplated freeway system will have been completed.

Long range planning of transit facilities in addition to the Muni-

pal Railway's contemplated use of the freeways for express routes is centered in a regional planning program. San Francisco along with counties around San Francisco Bay are organized on a regional basis by means of a State authorized Bay Area Rapid Transit Commission. San Francisco's contributions along with those of other counties have been matched by the State and have permitted the employment of the consulting firm of Parsons, Brinckerhoff, Hall & Macdonald. This firm has now rendered its regional transit plan report and local agencies are re-

viewing the plan looking toward the integration of regional and local transit planning.

In attempting therefore to sum up the accomplishments that have been made in meeting the problem of traffic congestion in San Francisco the following general statements can be made:

First, the traffic problem was recognized and defined. This was done by the four major departments primarily responsible for the city streets and movement thereon.

Second, the operating staffs were elevated and expanded to

match the importance of the problem in order to provide adequate manpower for the research and design required. In San Francisco elevation of the Traffic Bureau in the Police Department, elevation and enlargement of the Division of Traffic Engineering in the Department of Public Works as part of the City Engineer's Office, elevation of schedule making in the Municipal Railway to a Department of Schedules and Traffic has aided materially in coping with the current problem. The need for further improvements in traffic administration however is recog-

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## DR. A. J. CLOUD

(Continued from Page 11)

execution of State school laws and to supervision of class room instruction.

The Superintendent at that date was Alfred Roncoviery who had theretofore served several years as a member of the Board, and had only recently been appointed Superintendent following upon the resignation of William H. Langdon. (Mr. Langdon had been elected District Attorney before his term as Superintendent had expired. Subsequently, he served for many years with distinction as an Associate Justice of the California Supreme Court.)

### THE RETURN TO NORMALCY

The Board and the Superintendent moved with energy and despatch to meet the dire situation facing them. Temporary buildings were rapidly placed either on old sites or on those newly selected in consequence of the great shift of population. The administrative offices, which had formerly been located at the City Hall, were set up at Pine Street and Larkin where the Redding School now stands.

To meet the needs of many hundreds of children of refugee parents living in hastily arranged shelters in Golden Gate Park, the Board and the Superintendent formed classes in tents in the Park. In retrospect, I recall with pleasure the scene when the highly esteemed late Estelle Carpenter, Supervisor of Music, conducted open-air singing lessons for the children of these classes operating in tents. Frequently, a large group of adult "displaced persons" gathered around to listen and applaud.

### CHILDREN AID

One of the projects of Superintendent Roncoviery was the promotion of a nation-wide collection of pennies and dimes from school children elsewhere as contributions toward rehabilitation of the San Francisco public schools. Close to \$38,000 was donated to this School Reconstruction Fund. It was afterwards used toward the erection of today's Yerba Buena School at Webster Street and Greenwich, as a plaque on the wall of the building testifies.

Upon graduating exercises for the high school seniors were held in the afternoon at the bandstand in Golden Gate Park, and diplomas were presented to recommended students. The leading address on that occasion was delivered by the late Henry Morse Stephens, noted Professor of History at the University of California, Berkeley.

By August, the strenuous efforts of the Board and the Superintendent had produced results, and orders went forth for a new term to begin. During the several months of preparation for this assumption of their professional service, the teachers of the city had many



Built in 1868, the old Emerson Primary School, grades 1 through 5, was located on Pine Street, between Scott and Divisadero Streets. It withstood the earthquake of 1906 and became the temporary headquarters of the school system. Says an old Fire Department report, "... a fire on the first floor would entirely shut off all means of escape from the upper floors ..."

instances, aided actively the administration in furtherance of its plans, and throughout the whole period their salaries had been regularly paid. They were now eager to return to their classrooms.

### FOLLOWING FIRE

One or two other notes may close this sketch of the public school situation at and immediately after the great "Fire" of 1906. The Polytechnic High School, under Principal Walter Bush—in my opinion an exceedingly capable school executive—was reopened, first in the U. C. Dental College building near the present Polytechnic site. Girls High School met in afternoon sessions in the Lowell High building on Sutter Street near Octavia until its own fine new building was completed.

I feel competent to say that within five years after the disaster, side by side with the marvelous recovery of the city as a whole, the public schools had made a full return to normalcy. In fact, they were so far recovered by 1911 that they entertained the annual convention of the great National Education Association that year.

(Editor's Note: Dr. Cloud is probably the one person now alive best qualified to supply the details just above given. Superintendent Roncoviery placed him in charge of the development of the School Reconstruction Fund with headquarters at the Board's administrative offices, and thus he was enabled to watch the progress of school restoration at close range. Some years later, he became Deputy Superintendent of Schools.)

### CONTINUATION: PUBLIC SCHOOLS 1860-1870

### AN EVENING BULLETIN ARTICLE (1864)

In June, 1864, the San Francisco Evening Bulletin published an ex-

tensive review of existent conditions in the public school system of the city. This article contains so much valuable information relative to the schools of that time that it has been found worthy of reproduction in the Appendix to Roy W. Cloud's authoritative volume entitled "Public Education in California." For present purposes, the following excerpt bears immediately upon the theme.

### THE LINCOLN GRAMMAR SCHOOL

As a prelude, recall first that one of the earliest achievements of Superintendent Thomas J. Nevins had been the purchase of the large plot of land at the corner of Fifth Street and Market when it was only a sand dune waste. By 1864, however, the city had expanded beyond that point and the lot could now be used to greater advantage than formerly. The Board proceeded to act. An extract from the Bulletin article tells the story in this fashion:

"The Board has let a contract for another fine Grammar building, corner of Fifth and Market Streets. It will be of brick, two stories high, with basement and frame attic. The ground plan shows a cross-shaped edifice, with a frontage of one hundred and forty-one feet, six inches, and a depth of ninety feet. The contract price is \$77,402."

The ultimate capacity of the new building was figured at one thousand pupils. A further description from another source adds that the "building contains twenty-one large and pleasant classrooms and a large hall for general exercises."

The "edifice" was completed and occupied in July, 1865, with an attendance of 891 boys and no girls. It became, perhaps, the most famous among the several public grammar schools of San Francisco, having produced a long list of graduates eminent among the citi-

zens of their home community. To this moment, former students of Lincoln Grammar cherish so much the memories of their "alma mater" that they meet annually in reunion on or about Lincoln's birthday. (As above recited the Lincoln Grammar building was totally destroyed in the conflagration of 1906.)

The date of opening of the Lincoln Grammar in July 1865, fell so close to the date of President Lincoln's tragic death in April of that year as to leave little doubt that it could well have been the first public school in the nation to be named in honor of the lamented President. Soon after the school was started a "Lincoln statue" was wrought and placed on a pedestal in front of the building— which statue, again, must have been one of the earliest to be fashioned in any city of the United States.

As has been indicated above, the Lincoln Grammar enrolled boys exclusively, for the Board had decided to separate boys and girls in at least two grammar schools and in the high schools. The first Principal was Ira G. Hoitt, a prominent educator who, some years later, was elected to head the State school system of California. Mr. Hoitt instituted a plan of conferring Lincoln Grammar silver medals upon "the most meritorious pupils in each class." Later principals of fame in this era were Bernhard Marks and J. K. Wilson. In the school report of 1866-7 a valuation of \$275,000 was placed on the Lincoln lot and building—\$100,000 upon the "improvements," and \$175,000 upon the land. (That figure is not too far from the annual revenue derived by the Board of Education from the same property today.)

### THE DENMAN GRAMMAR SCHOOL

Rival of the Lincoln Grammar in reputation and popular favor and esteem was the Denman Grammar. This school antedated the Lincoln by far, since it traced its lineage to the first public school classes in the city. It had been organized, as heretofore mentioned in 1851 under the name of the "Happy Valley School," presided over by James Denman who retained the principalship until 1857. Meanwhile the school had been transferred to two other locations, keeping an enrollment of both boys and girls, and being then referred to under the name of the "Bush Street Grammar School."

When Mr. Denman resigned by reason of ill health, "the Teachers' Institute of the city petitioned the Board of Education to have this first public school, which he had organized, and taught so long, named the 'Denman Grammar School,' and this name was auth-

(Continued on Page 22)

# RICHARD MILHOUS NIXON

## Vice President of the United States

By WILLIAM FLYNN, JOSEPH F. DINEEN, JR.,  
AND JOHN HARRIS

### IN FIVE PARTS — PART THREE

It was a case of love at first sight when Richard Nixon first set eyes on picturesque Duke University in September of 1934.

He was captivated by the sprawling campus and its Gothic buildings, with towers stretching to the skies.

In his first year he carried seven courses which meant 25 hours weekly in classrooms.

In the first-year class of 36, he ranked third at the end of the year. His general average was 81.6.

His lowest mark was a 72 (in Legal Bibliography) and his highest an 86 (in Possessory Estates).

Under Duke's grading system his 81.6 was rated an A. Duke's grading system runs like this: A, 80-100; B, 70-80; C, 55-70; D, 50-55; F, 0-50, and P, passed.

### NIXON'S AVERAGE

Nixon's average was well within the Duke authorities' stipulation that he had to maintain a B average to keep his scholarship for the second year.

In his second year, Nixon again roomed with the drawing Georgian, Perdue, and the pair pitched lots with two other classmates—Brownfield and Albrink.

Albrink recalls how the four-some used to have special heavy shoes to trudge through the Winter mud and slush and slop.

"When we got to school," he said, "we'd take off our heavy shoes and change into lighter dress shoes. We used to keep the heavy shoes in the filing cabinets in the law school library."

Brownfield remembers Nixon at law school as a strong advocate of Social Security.

"He was a great admirer of the Brandeis and Cordozo and liberal wing of the Supreme Court," says Brownfield.

### CONSERVATIVE LIBERAL

He would classify Nixon as a "conservative liberal" at the time. Nixon became a devoted friend of Dean Horack, who was kind to the young man from faraway California.

Nixon was a frequent caller at Dean Horack's office, for, under the National Youth Act program, Nixon had been assigned to the dean as a research assistant.

Young Nixon also visited the dean's home from time to time.

The now Dean Emeritus of the Law School lives with his wife in Charlotte, N. C. He has nothing but admiration for his boy, "Dick."

In his second year (1935-36), Nixon's marks slipped a trifle but he ended up with a general average of 74.22 and was ranked sixth



RICHARD MILHOUS NIXON  
Vice President of the  
United States

in the class of 26. Ten had dropped out since first year.

Despite the nearly 7-point drop from the previous year, Nixon was well within the bounds demanded if he was to keep his scholarship for his third and final year.

He did not return to California in the summer of '36 but worked in the Duke University Law Library doing research for faculty members.

It was near the end of his second year that Nixon went into school politics.

A third-year student, Leon Rice, Jr., now a Winston-Salem attorney, was the person who talked Nixon into becoming a school candidate.

Rice and Nixon were both members of Duke's Ireddell Law Club, named for Supreme Court Justice Ireddell of North Carolina.

There was always rivalry between the Ireddell Club and the Phi Delta Phi legal fraternity to see which group would elect one of its members to head the Duke Bar Association, an organization of the law students.

Rice says that when he suggested that Nixon run, "he was sur-

prised at first but he finally agreed to run—and he won."

In his third year, Nixon's lowest mark was a 76 (in Landlord and Tenant) and the highest an 83 (in Current Decisions II).

His general average for the year was 80.49. He was ranked fourth in the class.

### PLACED THIRD

An averaging of ranks for the three years placed him third in the class of 26. His final average was set at 78.73—a high "B."

The third-spot position made him automatically a member of the national law honorary society, "The Order of the Coif."

The top 10 per cent of the country's law school students are admitted to the society.

Long before Nixon was through law school he had his cap set on taking the California Bar Examination in the Summer of 1936. Also, he was weighing whether to enter the Federal Bureau of Investigation as an agent.

He turned to Dean Horack for advice.

### CALIFORNIA EXAMS

But there was a hurdle. Nixon had been away from California and had not registered to take the California bar exam.

Dean Horack wrote to Prof. James E. Brenner of the Stanford University Law School:

"Dear Jim:

"One of our very best students, Richard M. Nixon, who comes from Whittier, Calif., has been away from California for two years and has just discovered the requirements for registration in order to take the bar examinations during the coming summer. I will appreciate it if you can give me a tip as to what can be done, if anything, to remedy the slip. He is a man to whom I can give the highest personal recommendations and he is a student of fine ability."

The reply could not be found. But, at any rate, Nixon was permitted to take the bar examination.

### QUESTION EXISTED

For a time, there was a question as to whether he would return to California or try to enter the FBI. Dean Horack's letter on May 3, 1937, to J. Edgar Hoover of the FBI follows:

"Sometime ago you suggested that I might refer to you any exceptional young man who has an interest in the work of the Federal Bureau of Investigation. I have such a man in mind who is to graduate in June. The one I desire to present for your consideration is Mr. Richard Nixon, one of the finest young men, both in character and ability, that I have ever had the opportunity of having in my classes.

"He is a very superior student, alert, aggressive, a fine speaker and one who can do an exceptionally good piece of research when called on to do so. His position with his fellows is shown by the fact that he is this year the president of the Duke Bar Association. In this connection he has shown fine executive ability and extremely good judgment. I can recommend him for your consideration without reservation."

J. Edgar Hoover replied on May 11, 1937. He wrote:

"I have your letter, dated May 3, 1937, in behalf of Mr. Richard M. Nixon, an applicant for appointment to the position of Special Agent in the Federal Bureau of Investigation, United States Department of Justice.

### ARRANGEMENTS MADE

"Please be advised that arrangements have been made for Mr. Nixon to be called for an interview and examination in connection with his application.

"I am pleased to have your recommendation of Mr. Nixon and in the event he is successful in the examination, you may be assured his case will receive careful consideration when vacancies occur."

But Nixon decided to strike out on his legal career if he passed the California Bar Examination.

Nixon seemed to have no confidence that he would pass.

In a letter to Duke officials, dated 3, 1937, he wrote that the "Bar Exam Cram Course" had started in March and that he would only get in about two months of the five-month course.

He wrote he "had been advised to make a stab at it in September."

"If I fail," he added philosophically, "I can take it over in March."

### NEEDED TIME

"I seriously doubt if I can get up the stuff in good enough shape in two months but I'm going to try." Told Dean Horack, therefore, that the first Duke graduate to take the California Bar has a darn good chance to fail it the first time he takes it."

It prompted a quick reply from Dean.

"Don't worry about the Bar Exams for they will have to flunk all of them if they don't let you by."

Nixon's next letter to Dean Horack came on October 6, 1937. He had taken the examination but was apprehensive.

There had been over 800 applicants and Nixon wrote "The exam was very hard but very fair."

In the same letter, he disclosed an offer to go into "one of the two good firms in Whittier." He said he planned to accept.

Continuing, he wrote: "I would like to spend a couple of years with some governmental department before settling down but, I believe, it (Continued on next page)



will be best to settle down and get to work—and build up a business—that can be done.

"As I remember that's what you advised me to do when I mentioned the possibility of going into the FBI for awhile. Incidentally, I took the examination for the FBI. They have been investigating my character since that time! However, unless my present prospects fall through, I shall not accept the job if it is offered to me."

And on October 15, 1937, Horack replied, in part:

"I think your decision to go into practice at once is a sound one. Government work is interesting but puts one out of his stride so far as starting into practice is concerned and makes the later start much more difficult and puts one just that far behind in his permanent setup."

The news for which Nixon had been waiting came near the end of October.

He passed the Bar Examination. "Just a line to let you know that my name was on the list of successful applicants published a week or so ago. I was, of course, pleased and greatly relieved. The percentage of those passing was 46 per cent of the total. As you probably know, no individual grades are given out when the applicant passes. I really don't care what I got—in view of the fact that it was enough to get by."

#### NIXON REPORTED

In the same letter, Nixon reported he would be sworn in to the bar before the Supreme Court in San Francisco on November 9.

Then, he added, "I shall be with the firm of Wingert and Bewley, Bank of America Bldg., Whittier, Calif."

There is one chapter of Vice President Nixon's relations with Duke which university authorities—as well as Nixon—would like to forget.

It concerns an honorary degree that bounced. It shows that there can be just as much political infighting in a faculty meeting as in a national convention.

No one at Duke likes to talk about it now, but the historical facts seem to be about as follows:

Duke University, which got its name and \$42,000,000 from the late tobacco magnate, James Buchanan Duke (father of heiress Doris Duke) has a board of 36 trustees. Alumni elect 12 of them, and the North Carolina Methodist Church names the rest.

In the spring of 1954, these trustees in their wisdom decided to award their highest distinction, an honorary doctor of laws degree, to Vice President Nixon, an alumnus of the Duke Law School.

So the Vice President was invited to make the Commencement address at Duke a year ago last June. No one had to tell him that



RARE PHOTOGRAPHS OF YOUNG NIXON

Three pictures above (left to right) depict Richard Nixon as a child of 4, next when he played the violin in his high school orchestra, and as a student at Duke University Law School.

if you are invited to make a Commencement address at a university, you are likely to receive an honorary degree.

The Vice President was pleased and quick to accept the invitation from his old Alma Mater.

But they have a quaint custom in awarding degrees at Duke. For more than 50 years, Duke's charter has read that "the faculty and trustees shall have the power of conferring . . . degrees and marks of honor."

The trustees can vote to award such degrees, all right, but the vote must be approved by the professors.

Always in the past, the faculty had agreed quickly to anything the trustees wanted. It was a rubber-stamp procedure. But this

time, it wasn't.

Word got around in faculty circles that the trustees had voted an honorary degree to Nixon. Then the sputtering began. Duke is in Democratic territory; many of its teachers are not 100 per cent conservative Republicans. Some might be called New Dealers.

They had been horrified at Nixon's famous TV speech during the campaign explaining his expense account—a speech that was regarded by many as a masterpiece, but by others, as schmalz.

At any rate, these non-Republican or anti-Nixon faculty members decided to attend the meeting at which the Nixon honorary degree would come up for routine faculty approval.

As those who were present tell

it, it was not exactly routine.

In due course, the faculty chairman brought up the list of honorary degrees sent down by the trustees.

"An honorary degree of doctor of laws to Vice President Richard M. Nixon . . . will all those in favor raise their hands . . . All those opposed . . ."

There seemed to be more hands opposed than in favor?

The chairman said, in effect: "I guess we will take that vote over again . . . In fact, will those who are voting against this degree kindly move over and sit across the aisle on that side of the room, so that we can be sure of the count?"

The chairman was on the spot. Was he going to have to go back

## 1956 ELECTIONS CALENDAR

### Consolidated Direct Primary Election and Presidential Primary Election

Last day to register or transfer for the  
Consolidated Primary Election April 12, 1956  
First day to apply for absentee ballot May 16, 1956  
Last day to apply for absentee ballot May 31, 1956  
(War voter may apply at any time not later than May 31, 1956)

ELECTION DAY June 5, 1956

### GENERAL ELECTION

Last day to register or transfer for the  
General Election Sept. 13, 1956  
First day to apply for absentee ballot Oct. 17, 1956  
Last day to apply for absentee ballot Nov. 1, 1956  
(War voter may apply at any time not later than Nov. 1, 1956)

ELECTION DAY Nov. 6, 1956

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to the trustees and say that their degree to Nixon was not approved? Whoever heard of such a thing!

But his method of separating the sheep from the goats, of asking those voting against the degree to sit by themselves, did not sit so well with the faculty. Some felt they were being high-pressured. In fact, some waverers decided to move over with the "nos."

When they took the vote the second time, it came out the same way, only worse.

Sixty-one voted against awarding a degree to Nixon.

Forty-two voted in favor.

It was no excuse that only about a sixth of the teaching staff had attended the meeting, for these meetings were always sparsely attended, anyway.

The trustees, told of the vote, were naturally in a rage. They had to notify the Vice President of the United States that he would not receive the degree.

The Vice President discovered that he had so many commitments that he just ought not to leave Washington during June while the Senate was in session, and that he would be unable to make the Commencement address.

#### AFFAIR HUSHED

At this point, the whole affair was hushed. But early in April, a Washington newspaperman visited Nixon's office and asked his secretary whether there was any news about the Vice President.

She said there was no news at all, except that he wasn't going down to the Duke Commencement as he had thought he might.

The correspondent began inquiring of people in North Carolina. Then the Durham Sun got wind of it and on April 6 published the story of the vote.

You can imagine how this all went among loyal Duke alumni.

They were outraged. The faculty divided into two camps.

Dr. A. Hollis Edens, Duke president, issued a dingified statement: "Annually, a number of leading men and women are considered as potential recipients of honorary degrees from Duke University.

"As a time-honored policy of many years' standing the University does not announce the names of those being considered, nor the internal confidential deliberations that may lead to their selection.

"In keeping with this policy, the University has no further statement to make."

And to this date, the University has said not a word about it.

At the time, there was talk of holding another faculty meeting but nothing came of it.

Pro-Nixon people here tell you the Vice President was the victim of a "packed meeting" and a "pure political vote."

Nixon's old roommate at Duke, Lyman Brownfield, was among the alumni who seethed. He heard the news in Columbus, Ohio, where he practices law, and investigated the incident.

He says the coup was engineered "by a small group of professors who had contrary political beliefs . . . It broke into the open only a few hours before the meeting. With short notice—it was a Saturday afternoon, I think—the Nixon people were unable to get there.

"If it had been put to the whole faculty it wouldn't have happened. I was pleased to find that none of the law school professors had voted against Nixon."

One reason for the adverse vote, he said, was this:

"That Hiss thing sticks in their craw . . . They don't like to have that proved on one of the boys."

Among the alumni, he said, solicitation of money practically stopped. It cost the university a

substantial sum of money. Many just wouldn't give as they had in the past.

Another who was upset over the vote was Nixon's old-time adviser and teacher, H. Claude Horack, Law School Dean-Emeritus, who said he was "terribly shocked and sorry to think that politics or New Dealism or whatever it was deprived him of this honor. I thought educators would be above that."

It was indeed, a very embarrassing situation all around.

But Vice President Nixon did receive, later an honorary degree of Doctor of Laws, and may properly be called "Dr. Nixon."

#### ACADEMIC ROBE

Wearing a black academic robe with gold tassels, he was awarded an honorary degree by Dr. Ali Akbar Siassi, chancellor of the University of Teheran, capital of Iran, during Nixon's tour of the Far and Middle East. In Teheran, no faculty vote was necessary.

With a bachelor of law degree in his luggage, Richard Nixon returned from Duke University to Whittier in 1937.

There was no difficulty about finding a place to practice law. A partnership in a Whittier law firm was waiting for him. There was, however, the problem of obtaining his "working papers" a certificate of admission to the State Bar of California. He faced the problem of passing the California bar examination.

The records division of the California State Bar Association in San Francisco states that Richard Nixon, attorney, was admitted to the practice of law by examination on November 9, 1937.

The same records division lists him as a graduate of the Los Angeles College of Law, an institution mentioned nowhere else in his official biographical sketches. On those records there is no mention of Whittier College and Duke University.

The Vice President's office in Washington says that the Vice President never did attend the Los Angeles College of Law.

It is possible that Richard Nixon prepared for the California Bar Examination with a refresher course at the Los Angeles College. But his Washington office says he does not recall such preparation.

The archives of the California State Bar Association show that he has remained a member in good standing since his admission, paying without fail his annual \$15 dues.

Nixon was 21 on January 9, 1934, and therefore qualified as a voter.

He did not first register as a voter until June 13, 1938, according to the records of the Registrar of Voters of Los Angeles County.

He listed his party as Republican. He gave his address as 2705 East Whittier Boulevard. His profession or occupation was: Attorney.

This registration was cancelled by failure to vote in 1942. He did not resume his status as a registered voter until March 12, 1946, after his Navy service.

Almost immediately after returning to his home town in the early summer of 1937, Richard Nixon became a partner in the already established Whittier firm headed by Tom Bewley, who was attorney for the City of Whittier in addition to conducting a considerable private practice.

Bewley says that he had been scouting for some time for a man of Richard Nixon's abilities and qualifications to bolster up his staff. He also was an old friend of the Nixon family.

"I met Tom Bewley one day and he asked me if I thought Dick would make a good law partner," recalls President Smith of Whittier College. "I said, 'Yes,' Tom said that was good enough for him."

What Bewley wanted in the way of a partner was a trial lawyer, with a special aptitude for handling civil cases. He also wanted someone to serve as the Constitutional law expert of his office. In addition, he wanted a young lawyer who might relieve him of some of the detail and routine involved in the legal problems of the City of Whittier.

#### QUALIFIED BARRISTER

Richard Nixon, qualified barrister, undertook to play these roles.

The least of his time was spent as criminal prosecutor of law-breakers in his role as deputy city attorney of Whittier.

All felony cases originating in the city automatically were turned over to the District Attorney's office of Los Angeles County for prosecution.

"We had a few drunks, some parking problems, traffic stuff," Bewley says. "Those were the kind of cases Dick handled. He also worked with members of the Council drafting ordinances and the like."

Those who worked with Nixon as a practicing lawyer in Whittier say he was a whirlwind with the law books and the briefs.

"Give him a problem at noon," Bewley says, "he would pull down the books, and dictate the brief. He would have approved the final draft sooner than I could have looked up the books. And, it was always a good brief."

As a prosecutor, Nixon was an intense individual who hammered hard for convictions without resorting to "persecution" tactics, Bewley says.

(Continued on next page)



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## VICE PRESIDENT RICHARD M. NIXON

(Continued from Page 15)

The future Vice President was not a flamboyant court room figure. He was serious. He was dignified.

"Dick was more legalistic than dramatic in his court-room manner," Bewley says.

When Richard Nixon summed up a case for a jury, he thrust out his jaw. He played the oratorical organ.

In his legal writing, he took meticulous care in the selection of his words. He demanded exact meanings. He also made sure there was never a typographical error in the papers he drafted—and signed.

He was efficient as a deputy city attorney, in working with and maintaining good relations with the elected members of the Council. Bewley, the city attorney, apparently had no fears that this deputy would cozy up sufficiently to the town fathers that he would be named the successor of his chief.

"Dick drafted the ordinances and kept the Council happy," Bewley recalls.

That latter statement could be considered so true, a masterpiece of diplomatic town politics being what it is.

"But Dick was always serious," Bewley says. "I don't think Dick ever made a joke in his life. No,

that isn't quite true.

"Duke came out to play in the Rose Bowl one year and we got up at 4 a.m. to stand in line to get tickets. We couldn't afford the price the scalpers were charging.

"Dick, whose only hobby, apparently, is watching football, just had to go to that game. He told me:

"Those boys from Duke are coming out with their corn and it isn't going to be on the cob." "That's the only joke that Dick ever made so far as I can remember."

Although his former law partner relates that Richard Nixon always possessed a "passion for good, clean government," he also says that the Vice President, in 1937 and the years immediately thereafter, never talked politics.

"He just practiced law," Bewley sums it up.

Sometimes he practiced so intently he didn't have time for normal lunch.

"He was always sending me out for pineapple malts and hamburgers," recalls Mrs. Evelyn Dorn, his law office secretary. "He just about lived on them, although Mexican food is his favorite."

Had Richard Nixon not been elected to Congress in 1946 he would have continued the practice

## NIXON'S GRADUATING CLASS AT DUKE

(Back Row) Basil Whitener, William J. Baird, John R. Fay, Carl H. Nissen, W. E. Washburn, Fred S. Albrink (one of Nixon's roommates) and Richard M. Nixon. (Center Row) Homer Hilton, William L. Mosenson, Joseph M. Haley, Arthur A. Brooks, Jr., Hale McCown, Helen Lanier, John Mack Holland, Ethel Hunter. (Front Row) Richard W. Kiefer, Harland Leathers, Glen Davis Williams, David H. Henderson, Lyman Brownfield (another roommate), William R. Perdue, Jr. (also a roommate) and John D. McConnell.

of law with such success that now he would be one of the "great lawyers" of California.

"He would be specializing in constitutional law for a large firm or a big corporation," his former partner believes.

Although Richard Nixon was a dedicated lawyer, often too busy to eat more than hamburgers and pineapple malted milks, he did seek recreation.

He taught Sunday School.

He became an active member of the Junior Chamber of Commerce. He joined a little theatre group—and met the red-headed girl who was to be his wife.

Preparing to produce "The Night of January 16," the Whittier Little Theatre group's casting director looked around for an amateur actor to play the role of district attorney.

He decided Richard Nixon was a natural for the role. After all, he had won favorable reviews as a college actor and he was a practicing attorney. Richard Nixon got the part.

Playing opposite him was Patricia Thelma Ryan, a commercial teacher at the Whittier High School.

Patricia Ryan was born at Ely, Nev., a bleak town, on March 12, 1913. At the time of her birth, her father, William Ryan, was a hard rock miner in Ely's copper pits.

He had started his westward migration from Connecticut and finally settled down to raise vegetables near Artesia, 18 miles from Los Angeles. Patricia's mother had lived in Illinois and South Dakota. She was orphaned early in life and when old enough worked in the home-town bank, saving to finance a college education.

Patricia Thelma Ryan was enrolled at the Fullerton Junior College for the scholastic year of 1931-32. That Summer she drove some friends to Connecticut, went on to New York. There she obtained a job in a hospital laboratory, doing office and X-ray work. She took a summer course at Columbia University in radiology during 1932.

Then Patricia Thelma Ryan, whose future husband's possible succession to the Presidency could make her the mistress of the White House, returned to California.

She studied at the University of Southern California from 1933 to 1937 and qualified for teacher's credentials, specializing in the teaching of typing and shorthand.

Thereafter she was employed as a commercial teacher at Whittier High School. Her starting salary was \$1,800 a year. When she ended her final year of teaching to take up full time duties as the wife of Richard Nixon she was earning \$1,875 a year.

When she began teaching she was 5 feet 5 inches tall, weighed 125 pounds, played the piano, and is remembered as "redheaded, temperamental, one teacher whom the students liked and whose classes the boys enjoyed."

Patricia Thelma Ryan was interested in the community's Little Theatre activity.

Miss Ryan and Richard Nixon continued to see each other after the production of "The Night of January 16." Some of their dates,

however, were rather discouraging for him.

His future wife liked to ice skate. She was quite an expert skater. He tried to learn to ice skate.

His success on the blades about equalled his achievement in the cleated boots of a football player. He still had two left feet.

"I can just see Dick doggedly going around the rink near the rail, trying to learn to skate," recalls Mrs. Dorn. "He was so serious."

Although Richard Nixon never did learn to skate very well, his awkwardness apparently made no difference to the redheaded girl with whom he had fallen in love.

They were married at the Mission Inn, Riverside, Calif., June 21, 1940. They now have two children, Patricia and Julie.

The couple's honeymoon cottage was an apartment over a garage. They had a number of homes during the years to come before they settled down in Washington.

Nixon's 1938 registration from 2706 East Whittier Blvd., was cancelled for failure to vote in 1942, according to the Los Angeles Reg-

istrar of Voters.

Richard Nixon requalified as a voter on March 12, 1946, registering as a Republican from 2706 East Whittier Blvd.

April 25, 1946, that registration was cancelled by transfer and Richard Nixon re-registered from 320 East Walnut, Whittier.

On March 8, now listing his occupation as "Member of Congress" rather than "attorney," Richard Nixon registered from 3734 East Whittier Blvd. On February 26, 1950, he reported his address as 14033 Honeysuckle Lane, Whittier.

On March 25, 1952, Richard Nixon registered by mail from 15257 Anaconda St., Whittier.

"There is nothing since," the Registrar of Voters Office reported.

This statement, coupled with Richard Nixon's, 1955 Who's Who biography, that lists his residence at 15257 Anaconda Street, would indicate that that address is the little home in the West with the mortgage which he mentioned in his celebrated expense account TV broadcast during the last Presidential campaign.

#### ANACONDA HOUSE

The house at 15257 Anaconda Street, Whittier, is a typical Southern California, one-story tract house with a detached garage. It is described as "two bedrooms" and a den and one and one-half baths." The lot is small.

Across the street lives C. A. Nelson.

"Is that the Vice President's home?" he was asked.

"Yes, he lived there, but it was sold about a year ago," Nelson, in-

terrupting his chores of building a swimming pool in the back yard, replied.

Harry Lang, a Western Electric employee, and his wife, purchased the home from the Nixons about a year ago.

Nelson said Richard Nixon was a good neighbor when he lived across the street.

"Whenever he got back here, he would drop around and say hello," Nelson said. "He'd say he was just checking in. He was friendly. Of course, he didn't have much time to talk."

Nelson resented only one thing about having the Vice President as a neighbor.

"The Secret Service men were always hanging around my place watching the Nixon house," he said.

While Richard Nixon was pursuing his career as a lawyer in Whittier, the war started in Europe.

Richard Nixon practiced law. "He didn't take more than a casual interest in the war," Bewley recalls until December 7, 1941, when the Japanese bombed the fleet at Pearl Harbor.

Richard M. Nixon began his government career in "New Deal" Washington on his 29th birthday.

The time: One month after Pearl Harbor.

Nixon had given up his burgeoning law practice in Southern California. (Continued on next page)

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## RICHARD NIXON

(Continued from Page 17)

formia to come across the nation to Washington "to get in the war effort."

As a Quaker he could have claimed exemption from military service—but eight months later he joined the Navy.

Wartime agencies were mushrooming in the Capital, which was teeming with people and activity.

"Tempo D," a gray-painted, two-story, sprawling beaverboard structure ("hot as hades in summer") was one of these still-standing temporary buildings that were thrown up along the Mall to house the rapidly expanding wartime agencies. Now they are called "eyesores" and there are drives to tear them down.

"Tempo D" stands at Fourth and Independence Avenue on the Smithsonian Institution side of the Mall, a tree-bordered lawn that stretches from the Capitol to the Lincoln Memorial.

### CAPITOL NEAR

It is only four blocks from the Capitol where, ten years after Nixon went into "Tempo D" looking for a job, he would be moving into the spacious office of the Vice President of the United States.

In his speeches and in his brief biographical sketch in the Congressional Directory, Nixon always has referred to this early employment as having been with the "Office of Emergency Management"—the high-level agency through which a score or more wartime, lesser agencies functioned under President Roosevelt. That is technically correct.

Specifically, Nixon's job was with the Office of Price Administration. His work was chiefly with tire rationing.

"Yes, I hired him," said Prof. Thomas L. Emerson of Yale University Law School, who, in subsequent years, was to debate Nixon on the radio and appear voluntarily before the House un-American Activities Committee when Nixon was a member.

Emerson was then associate General Counsel for the OPA. In the war period Emerson was coun-



Tom Bewley, attorney for the City of Whittier, Calif., whom Richard Nixon joined as law partner after his graduation from Duke University Law School.

sel for a number of wartime agencies and, before going to the OPA, had been an assistant Attorney General.

In 1948, Emerson was state chairman of the People's Party (Henry Wallace Party) in Connecticut, a Wallace party candidate for Governor but withdrew in favor of Democrat Chester Bowles, who was elected.

Five years ago, Emerson was the president of the National Lawyers' Guild. Two years ago, Attorney-General Herbert Brownell, speaking before the American Bar Association Convention, called the National Lawyers' Guild a "mouthpiece of the Communist Party." Emerson joined officials of the Guild in blasting Brownell's remark.

### EMERSON SAID

Emerson at that time said the Guild's policies sometimes "coincide" with those of the Communist Party, but he emphatically denied it was a Red "mouthpiece."

Going back to January 9, 1942—the day Nixon sought and got his OPA job—Emerson recalled:

"The OPA was overwhelmed with instituting rationing, especially on rubber tires. We were looking for a fairly large number of

lawyers. I was interviewing most who came in.

"Dick Nixon came into my office without warning. My secretary had been making appointments for applicants. I don't recall that Nixon had any letter of introduction from anybody. He just walked in and said he'd come to Washington to get in the war effort.

"I talked with him a few minutes. I found he had a very good record at Duke, had then gone to Whittier, Calif., to practice law and had a good practice there. He gave that up to enter the war effort. He was a good-looking boy, seemed intelligent and had an excellent record.

### HIRED ON SPOT

"In fact, I hired him on the spot. He was obviously a person we could use. I assigned him to Thomas E. Harris (then Assistant General Counsel for rationing). I didn't really have much to do with him after that. He was further

down the line and reported to others. He worked on rationing."

Emerson said he had seen Nixon only twice since he gave him his first government job. They debated on the radio in New York City "on either the loyalty program or the operations of the House un-American Activities Committee. I think the program was called 'On Trial.' I took the side against him. He was defending the loyalty program or the Committee."

"Then, once I testified before the House Un-American Activities Committee when it was considering the Mundt-Nixon bill. I appeared voluntarily. He was there but said nothing—asked no questions. I did see him before the session and he only said, 'Hello.'"

### QUITE AMBITIOUS

Emerson's memory of Nixon at the OPA was that he was "fairly able and quite ambitious."

Emerson added critically:

"I have noticed that in his campaigns he has not mentioned that he was employed by the OPA."

"He has referred to his government experience as having been with the OEM (Office of Emergency Management). The OPA was under the OEM only for book-keeping purposes.

"I don't know; apparently he considered the OPA a political liability."

Thomas E. Harris, to whom Emerson assigned Nixon, is now Assistant General Counsel for the CIO in Washington. Said Harris:

"Nixon was very quiet, self-effacing, conservative and competent. You'd never have thought of him as likely to be successful in politics. Any pushing personality since developed was nowhere in evidence. He never rose to the dignity of having an office. He had a desk out in one of the open bays.

"He was in the rationing section in co-ordination. There were many regulations and interpretations. He would see that rulings made

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on one program geared with rulings made on another."

The official record on Nixon's employment, at the Federal Records Center in St. Louis, Mo., shows that he worked in the Legal Division of the Office of Price Administration under the Office for Emergency Management. It indicates three promotions as follows:

Temporary Appointment January 9, 1942, Association Attorney P-3, at \$3,200 per year.

Change in Status May 1, 1942 Attorney, P-4, at \$3,800 per year.

Change in Status August 16, 1942 Senior Attorney, P-5, at \$4,600 per year.

Military Furlough September 2, 1942 (Ordered to active duty with the U. S. Navy.)

Resignation January 22, 1947 Attorney, P-5, at \$5,909.20 per year.

Was that unusually rapid advancement?

Replied Harris:

#### SALARY INCREASED

"It was usual in those days if a person was competent, and Nixon was competent. Persons often came in at salaries that were too low and we made efforts to make adjustments. The raises show competency."

"Nixon applied for and got a Navy commission (as a Lieutenant, Junior Grade) while he was working at 'Tempo D.' Harris said that Nixon did not return to the OPA at the conclusion of his war service as a Lieutenant Commander in March of 1946. The resignation date in 1947, said Harris, "was just a formality to give up his rights at the OPA, which he did."

Nixon's closest friend while he was in the OPA was J. Paul Marshall, a descendant of the great Chief Justice John Marshall.

"We were the only Republicans in the OPA," said Marshall. He said his desk was next to Nixon's, and that Jacob Beuscher, now a professor of law at the University of Wisconsin, was their immediate boss.

#### ON FIRST FLOOR

"We were out in a bay on the first floor," said Marshall. "The section was called the co-ordinating section. We had to make sure that the tire section was not in conflict with the gasoline section."

"Nixon? Well, we're still close friends. I'd say he was a conservative and very bright young lawyer."

"He and Pat had a small apartment over in Virginia. Social life wasn't much in wartime—just a few small office parties, a Dutch supper. We alternated on homes. We went to his, 12 or so of us, but he was not the kind of fellow who made anecdotes—always serious."

"You know," continued Marshall, "I think he got his idea to run for Congress when he was working in the OPA. People in there were more liberal and left-wing than his thinking. I think that had a lot to do with it."

"He just felt we needed sounder thinking than we had in government in those days. We used to talk about that."

#### SOUNDER THINKING

"While we were there he decided that he wanted to go into the Navy because he felt it would be doing more for the war effort than working in the OPA. He was that way. I went into the Navy a month or so after he left, but we didn't see one another until he came back to Washington from the Pacific."

"While he was in the Navy, Pat Nixon got a job as an economist with the OPA. She worked in Washington and New York; I forget the timing. Her boss was Charles Cole. And he's now president of Amherst."

"Nixon was always a swell guy. On Christmas time last year he gave a party out at his house on Tilden Street for the fellows and their wives who were in the OPA when he was there. Beuscher was there. His wife, myself and my wife and a dozen others. It was just a get-together. The house on Tilden Street wasn't big enough so we took a room in the Statler."

"Just like old times—Nixon, I'll tell you, was never high-hat."

Nixon, at the OPA, was just one of hundreds of other young attorneys, "working like mad, and for long hours." Like hundreds of others who came to wartime Washington, Nixon, was caught by the housing shortage and had to go out into the suburbs in Virginia. And also, the starting salary of the OPA Attorney Nixon, who one day would draw a \$30,000 annual salary and \$10,000 expenses, as a Vice President, was only \$61.50 a week.

In the April, 1942, edition of

Washington, D. C., telephone book there is this entry in the usual small type:

Nixon, Richard M., Beverley Park Gardens, Alexandria, Va. Temple 5054.

Here was Nixon's first location in the vicinity of the nation's capital. After the custom of many Representatives and Senators, Nixon did not have his name, address and telephone number appear in the telephone books when he became a member of the House of Representatives. That saves a busy man considerable time.

It was quite an accomplishment in wartime Washington for an individual to get a telephone (which Nixon rated as an OPA lawyer working in Washington) and an apartment, too. There were shortages of both and plenty of competition to get what was available.

Beverly Park Gardens was a World War II development of 20 colonial type, three-story brick buildings, each containing a number of apartments. Adjoining this development is another and a more elaborate one of larger buildings that is called Presidential Gardens.

Persons inclined to see prophecy in the patterns of tea leaves in a cup might entertain themselves with the fact a future Vice President, then an obscure Federal worker, located right next to a place called Presidential Gardens.

#### NIXON RESIDED

Nixon lived at Beverley Park Gardens from January until September, 1942.

The stores are in a long block on Mount Vernon Avenue and collectively they are called the "Beverly Plaza Shopping Center."

Harry Faigen, the cleaner, said: "I came here in April, 1941. Nixon? Nope, don't remember him. He wasn't very important then, I suppose. No don't remember Nixon."

J. Charlie Lewis, it turned out was the only one who remembered

Nixon—and Nixon's wife, too. He said:

"But I know he lived in the Colorado building. He lived up on the third, and top floor. He had one bedroom, bath and living room. 'Cost? With utilities, it was \$51.50 a month."

"I remember Nixon and his wife, Patricia. They were people you'd remember. Places were hard to get then and he was very grateful. I remember that their furniture came from California."

"Nixon came in and paid the rent. His wife was tall and had red hair. I was sure surprised when he ran for Vice President. Just think, he wasn't even in politics back in 1942."

"He was always neat. He paid his rent on time, too."

Nixon, applied for a commission in the Navy and was appointed a lieutenant (junior grade). Marshall recalls that Nixon got impatient with "helping the war effort" as an OPA worker.

#### PART FOUR OF THE RICHARD NIXON STORY WILL APPEAR IN THE MAY ISSUE OF THE CITY-COUNTY RECORD

## Police Heroes Feted by Jr. Chamber of Commerce

Plaques of appreciation from the Evansville, Illinois Junior Chamber of Commerce were presented to San Francisco Police Officers John O'Keefe and Leo Ferroggiaro for their part in the recent capture of Leslie Irvin, the fugitive "Mad Dog Slayer" who killed three persons in Evansville, at the March 29 general membership luncheon of the San Francisco Junior Chamber of Commerce at the Marine's Memorial Club.

Harold A. Meyer, Executive Director of the San Francisco Boys' Club, addressed the gathering on "Activities of the San Francisco Boys' Club and Their Meaning in the Community." Mr. Meyer has been in boys' recreational work since 1927, and his contribution to the mental and moral well being, as well as to the physical development of San Francisco boys has been tremendous. To illustrate some of the work accomplished at the club, a team of six boys were on hand to perform on the trampoline.

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### SUN SING CHINESE THEATRE, INC.

1021 Grant Avenue

San Francisco

# CITY AND COUNTY OF SAN FRANCISCO

GEORGE CHRISTOPHER, MAYOR

## Directory of City and County Officers

### ELECTIVE OFFICERS

#### MAYOR

209 City Hall, Z. 2, MA 1-0163  
**GEORGE CHRISTOPHER, Mayor** Jan. 8, 1960  
JOSEPH J. ALLEN, Executive Secretary  
SIDNEY HARRINGTON KESSLER, Confidential Secretary  
MRS. PATRICIA CONNICH, Personal Secretary  
GEORGE J. GRUBB, Administrative Assistant  
JOHN D. SULLIVAN, Public Service Director

#### SUPERVISORS, BOARD OF

235 City Hall, Z. 2, HE 1-2121  
JOHN J. FERDON, President, 155 Montgomery St., GA1-5117, Res. 2906 Broderick St., JO 7-9193, 1-8-60  
WILLIAM C. BLAKE, 264 Malibu Ave., Z. 3, JO 7-3788, 1-8-58  
MATTHEW C. GARBERRY, Calif. Academy of Sciences, Golden Gate Park, Res. 1542 1/2 34th Ave., Z. 22, MU 4-9400, 1-8-58  
CASEY, JOSEPH M., 235 City Hall, HE 1-2121, Ext. 387, Res. 3047 Baker St., WA 1-1343, 1-8-60  
HAROLD S. DOBBS, 311 California St., Z. 4, GA 1-4691, Res. 1601 Montecito Blvd., LO 4-1414, 1-8-60  
DR. CHARLES A. ERTOLA, 253 Columbus Avenue, DO 2-5035, Res. 735 Francisco St. GR 4-3272, 1-8-60  
JAMES LEO HALLEY, Rm. 703, Flood Bldg., 870 Market St., Z. 1, CA 1-4636, HE 1-1727, Res. 340 Panavia Drive, AT 2-1233, 1-8-60  
J. EUGENE McATEER, 206 Jefferson St., Z. 3, PR 5-1477, Res. 130 Santa Ana Ave. Z. 27, LO 4-2464, 1-8-58  
FRANCIS J. McCARTY, 220 Montgomery St., EX 2-1475, Z. 4, Res. 3234 Divisadero Street, Z. 23, FI 6-6902, 1-8-58  
MRS. CLARISSA SHORTALL McMAHON, 703 Market St., Z. 3, YU 6-6443, Res. 1849 1/2 28th Ave., Z. 22, SE 1-1582, 1-8-60  
HENRY R. ROLPH, 310 Sansome St., YU 6-6700, Res. 2626 Leona St. WA 1-8168, 1-8-58  
JOHN R. McGRATH, Clerk of the Board, HE 1-2121, Ext. 284  
ROBERT J. DOLAN, Chief Assistant Clerk.

#### STANDING COMMITTEES

(First named Supervisor is Chairman of the Committee)  
**COMMERCIAL AND INDUSTRIAL DEVELOPMENT** — Garberry, Blake, Casey  
**COUNTY, STATE AND NATIONAL AFFAIRS** — Halley, Ertola, Rolph  
**EDUCATION, PARKS AND RECREATION** — McMahon, Casey, Dubbs  
**FINANCE, REVENUE AND TAXATION** — Dubbs, McCarty, McMahon  
**JUDICIARY, LEGISLATIVE AND CIVIL SERVICE** — McATEER, Halley, Rolph  
**POLICE** — Casey, Blake, Garberry  
**PUBLIC BUILDINGS, LANDS AND CITY PLANNING** — Rolph, Dubbs, McATEER  
**PUBLIC HEALTH AND WELFARE** — Ertola, Garberry, McCarty  
**PUBLIC UTILITIES** — McCarty, Ertola, McMahon  
**STREETS AND HIGHWAYS** — Blake, Halley, McATEER  
**RULES FRIDON**, Garberry, Halley

#### ASSESSOR

RUSSELL L. GUDEN, 101 City Hall, Z. 2, KE 1-2120, 1-8-59

#### DISTRICT ATTORNEY

THOMAS C. LYNN, 101 Montgomery St. Z. 11, DO 2-235, 1-8-60

#### CITY ATTORNEY

DION R. BROWN, 101 City Hall, Z. 2, HE 1-1522, 1-8-58

#### PUBLIC DEFENDER

EDWARD J. MANN, 101 Montgomery St., Z. 11, SE 1-1582, 1-8-59

#### SHERIFF

DAN GALLAGHER, 101 City Hall, Z. 1, HE 1-1514, 1-8-60

#### TREASURER

JOHN J. GOODWIN, 101 City Hall, Z. 2, HE 1-2121, 1-8-58

### COURTS

#### SUPERIOR COURT JUDGES—UN, 1-8552

Twain Michelsen, Presiding  
WALTER CARPENETI, CLARENCE W. MORRIS  
C. HAROLD CAULFIELD, HARRY J. NEUBARTH  
MELVYN I. CRONIN, CRAIG ST. CLAIR  
JUSTICE CULLINAN, JR. MILTON D. SAHRO  
PRESTON DEVINE, GEORGE W. SCHONFELD  
TIMOTHY J. FITZPATRICK, DANIEL R. SHOFEMAKER  
THOMAS M. FOLEY, WILLIAM T. SWENBERT  
I. L. HARRIS, WILLIAM F. TRAVERSO  
THERESA MEIKLE, H.A. VAN DER ZEE  
JOHN E. MOLINARI, ALBERT F. WOLLENBERG  
EDWARD MUEKELRUH, GERALD LEVIN  
JOSEPH M. CUMMINS, Secretary  
450 City Hall, Z. 2, UN 1-8552

#### MUNICIPAL COURT JUDGES—KL, 2-3008

CLAYTON W. HORN, Presiding  
CARL H. ALLEN, JOSEPH M. GOLDEN  
RAYMOND I. ARATA, EDWARD O. WELSH  
BYRON ARNOLD, ALVIN E. WEINBERGER  
LENORE D. UNDERWOOD, JAMES J. DOLY  
CHARLES S. PERRY

IVANK L. SLAVICH, Clerk and Secretary  
301 City Hall, Z. 2, KL 2-3008  
A. C. McCHESNEY, Jury Commissioner  
505 City Hall, Z. 2

#### TRAFFIC FINES BUREAU, 164 City Hall, Z. 2, KL 2-3008

JAMES M. CANNON, Chief Division Clerk

#### GRAND JURY

457 City Hall, Z. 2, UN 1-8552  
Meets Monday at 8:00 P.M.  
FRED PARR COX, Foreman  
MRS. SYLVIA LADAR, Secretary  
DAVID F. SUPPLE, Consultants-Statisticians

#### ADULT PROBATION DEPARTMENT

604 Montgomery St., Z. 11, YU 6-9580  
JOHN D. KAVANAUGH, Chief Adult Probation Officer  
Adult Probation Committee  
Meets at call of Chairman and 2nd Thursday each month.

KENDRICK VAUGHAN, Chairman, 60 Sansome St., Z. 4  
MARGIE MONKOWITZ, Secretary, 2000 Lake St., Z. 11  
REV. MATTHEW F. CONNOLLY, 349 Fremont St., Z. 5  
RAYMOND BLOSSER, 670 Montadock Blvd., Z. 5  
FRED C. JONES, 436 Post St., Z. 2  
ROBERT A. PEABODY, 436 Post St., Z. 2  
FRANK RATTIO, 526 California St., Z. 4

#### YOUTH GUIDANCE CENTER

375 Woodside Ave., Z. 16, SE 1-5740

THOMAS F. STRYCLAU, Chief Juvenile Probation Officer

#### Juvenile Probation Committee

Meets at call of Chairman  
MRS. FRED W. BLOCH, Secretary, 372 Jackson, Z. 18  
ROY N. BUELL, 443 Bush St., Z. 8  
REV. JOHN A. COLLINS, 420 1/2 29th Ave., Z. 21  
TACK GOLDBERGER, 109 Golden Gate Ave., Z. 2  
MRS. EDGAR H. LION, 2700 Green St., WA 1-0563  
JAMES S. KEARNEY, 1871 1/2 55th Ave., Z. 22  
MRS. MARSHALL MADISON, 2910 Valley St., Z. 23, FI 6-1222  
REV. JAMES M. MURRAY, 1825 Mission St., Z. 3

### OFFICERS APPOINTED BY MAYOR

#### CHIEF ADMINISTRATIVE OFFICER

THOMAS A. BROOKS, Chief Admin. Officer  
289 City Hall, Z. 2, HE 1-2121  
Vacancy—Executive Assistant  
MARIAN T. FETT, Confidential Secretary

#### CONTROLLER

HARRY D. ROSS  
109 City Hall, Z. 2, HE 1-2121  
WREN MIDDLEBROOK, Chief Assistant Controller

#### LEGISLATIVE REPRESENTATIVE, FEDERAL

CLAU THOMAS T. WOOD  
Suite 336-78, Washington Bldg., Washington, D.C.

#### LEGISLATIVE REPRESENTATIVE, STATE

DONALD W. CLEARY  
23 City Hall, Z. 2, MA 1-0163 and HE 1-2121  
Hotel Senator, Sacramento Bldg. (during session)

### DEPARTMENTS UNDER THE MAYOR

#### ART COMMISSION

100 Larkin St., Z. 2, HE 1-2121  
Meets first Monday of each month at 3:00 P.M.  
HAROLD L. ZELLERBACH, President, 531 Battery St., Z. 11  
JOHN K. WACIAPANI, Vice President, Milla Tower, Z. 4  
BETTY (Mrs. Bill L.) JACKSON, 2835 Vallejo St., DR. BERNARD C. BEGLEY, 450 Sutter St.  
JAMES McGURE, 47 Malmo Drive  
OSCAR LEWIS, 545 Sutter St.  
CLARENCE O. PETERSON, 116 New Montgomery  
MRS. ALBERT CAMPDORICI, 2770 Vallejo St.  
ALBERT ROLLER, 1 Montgomery St.  
JOHN GARTH, 1141 Market St.  
Ex-Officio Members  
Mayor  
President, Calif. Palace Legion of Honor  
President, City Planning Commission  
President, of Young Museum  
President, Public Library Commission  
President, Recreation and Park Commission  
JOSEPH H. DYER, JR., Secretary

#### CITY PLANNING COMMISSION

100 Larkin St., Z. 2, HE 1-2121  
Meets first and third Thursdays each month at 2:30 P.M.  
ROGER D. LAPHAM, JR., President, 233 Sansome St., Z. 4  
ROBERT T. LILLIENTHAL, Vice-Pres., 813 Market St., Z. 3  
DONALD D. KIRBY, 409 Stevenson St., Z. 5  
MRS. CHARLES B. PORTER, 142 1/2 27th Ave., Z. 21  
THOMAS P. WHITE, 400 Brennan St., Z. 7  
Ex-Officio Members  
THOMAS A. BROOKS, Chief Administrative Officer  
JAMES H. TURNER, Manager of Utilities  
PAUL UFFERMAN, Director of Planning  
JOSEPH MIGNOLA, Secretary

#### CIVIL SERVICE COMMISSION

151 City Hall, Z. 2, HE 1-2121  
Meets every Wednesday at 4:00 P.M.  
FRANCIS P. WALSH, President, 68 Post St., Z. 4  
WM. A. LAHANIER, 2 Pine St., Z. 11, YU 6-0968  
JOHN L. HUGG, 220 Montgomery St., Z. 5  
WM. L. HENDERSON, Secy. and Personnel Director

#### DISASTER CORPS

45 Hyde St., Z. 2, UN 1-6140  
GEORGE CHRISTOPHER, Commander  
CHIEF ADM. OFFICER THOMAS A. BROOKS, Vice-Com.  
REAR ADM. A. G. COOK, USN (Ret.) Director  
ALICE N. McGUIRE, Public Information Officer

#### EDUCATION, BOARD OF

115 Van Ness Ave., UN 3-4660  
Meets first and third Tuesdays at 7:30 P.M.  
ADOLFO E. URIESTE, President, 312 Van Ness Ave., Z. 2  
BERT LEVIT, Vice-Pres., 465 California St., Z. 4  
MRS. GEORGE A. HENNING, Secretary, Dr. MRS. CLARENCE COONAN, 2531 Filbert St.  
CHARLES J. ROEHM, 311 Valencia St.  
JOHN C. LEVING, 1140 Foster St., Z. 3  
CHARLES C. TROWBRIDGE, JR., 155 Sansome St., Z. 4  
DR. HAROLD SPEARS, Supt. of Schools and Secretary

#### FIRE COMMISSION

2 City Hall, Z. 2, HE 1-2121  
Meets every Tuesday at 4:00 P.M.  
ARTHUR J. DOLAN, JR., Pres., Blyth & Co., Inc., Russ Bldg., Z. 4  
WALTER H. DUANE, 220 Bush St., Z. 4  
WILLIAM RUPATRIK, 920 Hyde St., Z. 9  
FRANK P. KELLY, Chief of Department  
CARL F. KRUGER, Chief, Division of Fire Prevention and Investigation  
THOMAS W. McCARTHY, Secretary

#### HOUSING AUTHORITY

440 Turk St., Z. 2, OR 3-5800  
Meets first and third Thursdays at 10:00 A.M.  
LEON E. WILSON, Chairman, 100 Van Ness Ave., Z. 2  
CHARLES J. HUNG, 62 1/2 Washington St., Z. 11  
AL E. MAILLOUX, 200 Guerrero St., Z. 3  
B. L. HAVINIS, 404 Kearny St., Z. 4  
CHARLES L. CONLAN, 1655 Fillmore St., Z. 3  
JOHN W. BEARD, Executive Director

#### PARKING AUTHORITY

500 Golden Gate Ave., Z. 2, PR 6-1565  
Meets second Wednesday each month at 3:30 P.M.  
Anthony J. Schilling, Chairman  
HAROLD A. BERLINER, President, 135 Mississippi, Z. 7  
RANDOLPH HALE, 1360 Montgomery St., Apt. 10, Z. 11  
DAVID THOMSON, 63 Berry St., Z. 7  
ALBERT E. SCHLESINGER, 1000 Market St., Z. 14  
ALBERT H. JACOBS, 2941 Lake St., Z. 21  
VIRING T. FISHER, General Manager  
THOMAS J. O'TOOLE, Secretary

# ERMIT APPEALS, BOARD OF

227 City Hall, Z. 2, HE 1-2121  
Meets every Wednesday at 3:30 P.M.

AROLD C. BROWN, President, 605 Market St.  
JOSEPH C. TARANTINO, Vice-Pres., 490 Jefferson St.  
LARRY E. WALSH, 2450 - 17th St., Z. 3  
TERESA TAMARAS, 76 Jackson St.  
ARNOLD L. WEST, 265 Montgomery St., Z. 4  
J. EDWIN MATTOX, Secretary

# POLICE COMMISSION

Hall of Justice, Z. 8, SU 1-2029  
Meets every Tuesday at 1:30 P.M.

AROLD R. KINNON, President, Mills Tower, Z. 4  
ADAM A. BISSINGER, Pacific & Davis Sts., Z. 11  
HOMAS J. MELLON, 390 First St., Z. 5  
SERGEANT JOHN T. BUTLER, Secretary  
FRANCIS J. AHERN, Chief of Police  
THOMAS J. CAHILL, Deputy Chief of Police  
JAMES L. ENGLISH, Chief of Inspectors  
CAPT. DANIEL McLELLIN, Supervising Captain  
CAPT. OTTO MEYER, Director of Traffic  
CAPT. DANIEL KIELY, Secretary to Dept.

# PUBLIC LIBRARY COMMISSION

City Center, Z. 2, HE 1-2121  
Meets the first Tuesday of each month at 4:00 P.M.

MRS. J. HENRY MOHR, President, 2 Castaneda Ave., Z. 16  
JOSE M. FANCHICH, 511 Market St., Z. 11  
E. D. HAYNES, 1399 McAllister St., Z. 15  
IRVING ROSS HUBBARD, 2357 Ocean Ave., Z. 27  
WILLIAM McGEORGE, 1150 Sacramento St., Z. 8  
MAX MOORE, 598 Potrero Ave., Z. 10  
MRS. HAZEL O'BRIEN, 440 Ellis St., Z. 2  
FRANCIS A. AHERN, JR., 100 Montgomery St., Z. 4  
LETT SIMON, 1359 Folom St., Z. 9  
LEE VAVURIS, 990 Geary St., Z. 9  
R. E. S. WILSON, 425 Mason St., Z. 11  
LAURENCE J. CLARKE, Librarian  
FRANK A. CLARVOE, JR., Secretary to Commission

# PUBLIC UTILITIES COMMISSION

287 City Hall, Z. 2, HE 1-2137  
Meets every Monday at 2:00 P.M.

JOSEPH MARTIN, JR., President, 400 Montgomery St., Z. 4  
ANIEL F. DEL CARLO, Vice-Pres., 200 Guerrero St., Z. 3  
EDWARD B. BARON, Gas Way, Z. 23, WE 1-8501  
JIMMY M. ROUSSEAU, 1120 Sacramento St., Z. 8  
DONALD A. CAMERON, 2566 Ocean Ave., Z. 27  
R. J. MacDONALD, Secretary  
JAMES H. TURNER, Manager of Utilities  
JAMES J. FINN, Exec. Secy. to Manager

# Bureaus and Departments

**BUREAU OF ACCOUNTS**—George P. NEGRI, Director, 287 City Hall

**BUREAU OF LIGHT, HEAT AND POWER**—B. A. DEVINE, Manager, 425 Mason St., Z. 2, PR 5-7000

**WETCH HETCHY SYSTEM**—HARRY E. LLOYD, Chief Engineer, 287 City Hall, Mason St. PR 5-7000

**BUREAU OF PERSONNEL AND SAFETY**—PAUL J. FANNING, Dir., 901 Presidio Ave., Z. 15, FI 6-5656

**MUNICIPAL RAILWAY**—CHARLES D. MILLER, Manager, 949 Francisco Ave., Z. 18, FI 6-5656

**F. INTERNATIONAL AIRPORT**—FREDERIC B. BUTLER, Manager, So. San Francisco, PL 6-9500

**BUREAU OF PUBLIC SERVICE**—VIRGIL L. ELLIOTT, Director, 287 City Hall, Z. 2, HE 1-2127

**WATER DEPARTMENT**—GEORGE W. PRACY, General Manager, 425 Mason St., Z. 2, PR 5-7000

# PUBLIC WELFARE COMMISSION

585 Bush St., Z. 8, GA 1-5900  
Meets first and third Tuesdays of each month at 9 A.M.

EDWARD J. WREN, President, 1825 Mission St., Z. 3  
ARNOLD L. WEST, 265 Montgomery St., Z. 4  
RANK F. AGNOST, S. F. Chronicle  
MRS. JOHN D. MURRAY, 1506 Potrero Drive, Z. 27  
ALBERT J. BISHOP, 856 Market St., Z. 2  
RONALD H. BORN, Director, Public Welfare  
MRS. EULALA SMITH, Secretary to Commission

# RECREATION AND PARK COMMISSION

McLaren Lodge, G.G. Park, Z. 17, SK 1-4566  
Meets second and fourth Thursdays of each month at 3:00 P.M.

LOUIS SUTTER, President, 58 Sutter St., Z. 4  
W. M. COFFMAN, 531 Market St., Z. 5  
MRS. ANN DUFFIN, 160 Vallejo Ave., Z. 12  
EUGENE A. GALLAGHER, 988 Market St., Z. 2  
DR. FRANCIS J. HERZ, 450 Sutter St., Z. 8  
MRS. JOSEPH A. MOORE, JR., 2500 Green St., Z. 23  
RED D. PARK, 1 Drum St., Z. 11  
MAX G. FUNKE, General Manager  
WILLIAM J. SIMONS, Exec. Secretary to Gen. Mgr.  
EDWARD McDEVITT, Secretary to Commission

# REDEVELOPMENT AGENCY

512 Golden Gate Ave., Z. 2, OR 3-6134  
Meets every Tuesday at 3:30 P.M.

JOSEPH L. ALIOTO, Chairman, 111 Sutter St., Z. 4  
LAWRENCE R. PALACIOS, Vice-Chr., 2940 - 16th St., Z. 3  
DR. J. JOSEPH HAYES, 310 Post St.  
ROY P. COLE, 656 Townsend St., Z. 3  
JAMES E. STRATTEN, 2031 Bush St., Z. 15  
EUGENE J. RIORDAN, Director  
M. C. HERMANN, Secretary

# RETIREMENT SYSTEM BOARD

460 McAllister St., Z. 2, HE 1-2121  
Meets every Wednesday at 3:00 P.M.

JOHN F. BRADY, President, 1296 - 36th Ave., Z. 22  
B. B. CROWLEY, Dept. of Public Health, Z. 2  
BELFORD BROWN, First Western Bank  
WM. J. MURPHY, 1771 - 4th Ave., Z. 22  
HARRY J. STEWART, 405 Market St., Z. 5  
Ev-Officio Members  
President, Board of Supervisors  
City Attorney  
RALPH R. NELSON, Consulting Actuary  
IRA G. THOMPSON, Secretary

# WAR MEMORIAL TRUSTEES

Veterans Building, Z. 2, MA 1-6600  
Meets second Thursday of each month at 3:00 P.M.

J. RUFUS KLAUVANS, President, 255 Montgomery  
PRENTISS COBB HALE, JR., Vice-Pres., 867 Market St.  
GEORGE T. DAVIES, 94 Post St., Z. 4  
SAM K. HARRISON, 451 Bryant  
EUGENE D. BENNETT, 225 Bush  
SIDNEY M. EHRMAN, 600 Montgomery  
COL. FRANK A. FLYNN, 68 Post St.  
W. A. HENDERSON, 19 Maxwell Drive  
MILTON SLETTER, 2179 - 27th Avenue  
GUDJO J. MUSTO, 315 North Pointe  
RALPH J. A. STERN, 505 Clay  
EDWARD SHARKEY, Managing Director  
E. LAWRENCE GEORGE, Secretary

# SAN FRANCISCO MUSEUM OF ART

Veterans Building  
DR. GRACE MORLEY, Director, HE 1-2049

# DEPARTMENTS UNDER THE CHIEF ADMINISTRATIVE OFFICER

**CORONER**  
DR. HENRY W. TURKEL  
650 Merchant St., Z. 11, DO 2-0461

**ELECTRICITY, DEPARTMENT OF**  
45 Hyde St., Z. 2, HE 1-2121  
D. O. TOWNSEND, Chief  
DOYLE L. SMITH, Supt. of Plant

**FINANCE & RECORDS, DEPARTMENT OF**  
Vacancy, Director, 229 City Hall, Z. 2, HE 1-2121  
COUNTY CLERK—MARTIN MORGAN, 317 City Hall, Z. 2, HE 1-2121  
PUBLIC ADMINISTRATOR—WILFRED A. ROBINSON, 465 Gate Hall, Z. 2, HE 1-2121  
RECORDER AND REGISTRAR OF VOTERS—THOS. A. TOOMEY, 107 City Hall, Z. 2, HE 1-2123  
TAX COLLECTOR—JAMES REINFELD, 107 City Hall, Z. 2, HE 1-2121

# HORTICULTURAL COMMISSIONER

WILLIAM F. CARROLL  
Agricultural Building, Embarcadero, Z. 7, SU 1-3033

# PUBLIC HEALTH, DEPARTMENT OF

Health Center Building, Z. 2, UN 1-4701  
DR. ELLIS D. SOX, Director Public Health  
DR. E. C. SAGE, Assistant Director of Public Health

**HASSLER HEALTH HOME**—DR. LINCOLN F. PUTNAM, Supt., Richmond City  
LAGUNA HONDA HOME—LOUIS A. MORAN, Supt., 7th Ave. and Dewey Blvd., Z. 16, MO 4-1840  
SAN FRANCISCO HOSPITAL—DR. T. E. ALBERS, Supt., 22nd and Potrero, Z. 10, MI 7-0520  
CENTRAL EPILEPSY HOSPITAL—EARL BLAKE, Chief Steward

# PUBLIC WORKS, DEPARTMENT OF

260 City Hall, Z. 2, HE 1-2121  
SHERMAN P. DUCKEL, Director  
R. BROOKS LARTER, Assistant Director, Administrative  
L. J. ARCHER, Asst. Director, Maintenance and Operation

**Bureaus**  
**ARCHITECTURE**—CHARLES W. GRIFITH, City Architect, 268 City Hall, Z. 2, HE 1-2121  
**BUILDING INSPECTOR**—L. E. Bush, Superintendent, 275 City Hall, Z. 2, HE 1-2121  
**STREET CLEANING**—S. J. Sullivan, Supt., 2525 Army, Z. 10, MI 7-0620  
**BUILDING REPAIR**—Walter C. Zecker, Superintendent, 2525 Army, Z. 10, MI 719620

**ENGINEERING**—REUBEN H. OWEN, City Engineer, 359 City Hall, Z. 2, HE 1-2121  
**STREET REPAIR**—FRED BROWN, Supt., 2525 Army, Z. 10, MI 7-0620  
**SEWER REPAIR**—BEN BENAS, Superintendent, 2525 Army, Z. 10, MI 7-0620  
**CENTRAL PERMIT BUREAU**—SIDNEY FRANKLIN, Supervisor, 268 City Hall, Z. 2, HE 1-2121  
**ACCOUNTS**—J. J. McCLOSKEY, Supervisor, 260 City Hall, Z. 2, HE 1-2121

# PURCHASING DEPARTMENT

270 City Hall, Z. 2, HE 1-2121  
**PURCHASER OF SUPPLIES**—B. G. KLINE  
**CENTRAL SHOPS**—Aylmer W. Potts, Superintendent, 315 Francisco St., Z. 11, HE 1-2121

# REAL ESTATE DEPARTMENT

375 City Hall, Z. 2, HE 1-2121  
PHILIP L. RECOS, Director of Property  
JAMES A. GRAHAM, Superintendent of Auditorium  
City Auditorium, Z. 2, HE 1-6352

# SEALER OF WEIGHTS AND MEASURES

O. C. SKINNER, JR.,  
6 City Hall, Z. 2, HE 1-2121  
**FARMER'S MARKET**  
Thomas Christian, Market Master, MI 7-9423

# SEPARATE BOARDS AND DEPARTMENTS

**CALIFORNIA ACADEMY OF SCIENCES**  
DR. ROBERT C. MILLER, Director  
Golden Gate Park, BA 1-5100

**CALIFORNIA PALACE OF THE LEGION OF HONOR**  
Lincoln Park, Z. 21, BA 1-5610

**Board of Trustees**  
Meets the second Monday in January, April, June and October at 3:30 P.M.

MRS. A. B. SPECKLES, Honorary Pres., 2 Pine, Z. 11  
PAUL VERDIER, President, 199 Geary, Z. 8  
JAMES B. BLACK, 245 Market St., Z. 5  
ALEXANDER & BRETTEVILLE, 2 Pine St., Z. 11  
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## DR. A. J. CLOUD

(Continued from Page 12)

orized by unanimous vote of the Board.

In 1861, the Board removed the Denman to a commodious new brick building which it had erected on a "lot 137 1/2 feet square" fronting on Bush Street and Taylor at a cost of \$52,864.35 and with a capacity to accommodate 960 pupils. The building is described as having the shape of a parallelogram, three stories in height, with a "Mansard roof, surmounted with a balustrade." An attic completed the structure, its sides embellished with "Luthern windows." Altogether, its fourteen classrooms and "an assembly room capable of accommodating the entire school" rendered it "available and very pleasant for school purposes." (Note: Quotations from Superintendent George Tall's 1865 Report. In that year James Denman returned to the principalship of the school bearing his name.)

In harmony with the resolution of the Board in separating the sexes in certain schools, the Denman became in 1865 an institution exclusively devoted to the elementary education of girls. Many of its graduates contributed as notably to the home and social life of San Francisco as did the Lincoln graduates in other areas. While the fine building at Bush and Taylor Streets became a victim of the flames in 1906, the honored name of the school yet lives in the designation of the present-day "James Denman Junior High School" between O'Connell and Seneca Avenues.

### THE DENMAN MEDAL FUND

In 1865, James Denman established a medal fund by presenting to the Board the sum of \$1,000.00 the interest to be applied to the purchase of medals to be awarded to recommended girl graduates. In later years the plan was expanded to include girl graduates of all the elementary schools of the city. Always were the "Denman Silver

Medals" highly valued by their recipients.

Between 1859 and 1869 enrollments in the City's public schools had risen from 6,201 to 17,426. Reporting in that latter year, Superintendent Denman was justified in declaring:

"These figures show not only a great increase of the population of the city, but also, that our public schools are rapidly advancing in the estimation and favor of the public." (To Be Continued)

## JOHN G. BRUCATO NEW PRESIDENT OF EMPLOYEES GROUP

John G. Brucato was unanimously elected President of the Municipal Executive Employees' Association at the March meeting held at the Press and Union League Club.

The Municipal Executive Employees' Association is an organization of top executive career men in City Government organized to foster and promote higher standards of professional ethics and efficiency among executives in government.

Known as the Founder of San Francisco's successful Farmers' Market, Brucato is Superintendent of the Agricultural and Land Division of the San Francisco Water Department managing over 63,000 acres of the vast Water Department holdings located in four adjacent counties.

He will succeed Geo. Grubb, Administrative Assistant to the Mayor, as President, taking office on July 1.

Other officers elected include: Vice President, Brooks Larter, Assistant Director Dept. of Public Works; Treasurer, George Negri, Director, Bureau of Accounts; and Secretary, Robert MacDonald, Secretary, Public Utilities Commission.

Executive Committee elected include: Sherman Duckel, Director, Department of Public Works; Victor Peterson, Supt. of Equipment, Municipal Railway; and Wm. Schroder, Supervisor of Accounts, Controller's Office.

## ARTICLE BY MAYOR IN STATE-WIDE MAGAZINE BOOSTS S. F.

The importance of San Francisco as an international communications center is highlighted by Mayor George J. Christopher in an article in the current issue of "California, Magazine of the Pacific," published by the California State Chamber of Commerce.

There are ten major communication companies headquartered in



MAYOR GEORGE CHRISTOPHER

San Francisco, Christopher said, handling all types of communications—verbal, printed and photographic, as well as coded military messages.

As the gateway to the huge Pacific Basin, San Francisco ranks second only to New York as this nation's concentration point for messages that circle the world.

Christopher cites three events which transpired in San Francisco within the past decade that emphasize the city's importance—communication-wise.

They were the 1945 meeting of the United Nations Conference on International Organization, the Japanese Peace Treaty Conference in 1951 and the tenth anniversary meeting of the United Nations in San Francisco last year.

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## PATRICIA CONNICH

(Continued from Page 7)

The Connichs and the Christophers have known each other for about eight years, and when George ran for supervisor in 1953, Pat was women's chairman of his campaign. He had a fine opportunity to see her in action then, and it's obvious that he liked what he saw.

Pat admires him enormously and counts working for him, in the interests of her beloved San Francisco, a very great privilege and opportunity.

It's no easy job, being even one of the secretaries of a dynamic personality like George Christopher, whom hundreds of people for various reasons, want to see every day. Ordinary appointments are scheduled about eighteen days ahead, but there are some, naturally that have to be fitted in much sooner, and it takes a charmer like Pat Connich, with a brain behind her serene brow, to decide, to the satisfaction of all, who should come first.

And she loves doing it, from nine o'clock in the morning, when the Mayor gets to work, often until six o'clock at night. She's doing a wonderful job, as she always has in everything she's taken on.

There are many words that could be used to describe this young woman, who combines with such brilliant success a full home life, zestful recreation and a demanding and responsible position, but perhaps the best one is "distinction." Pat Connich, with her poise, her charm, her outstanding capabilities, and marvelous talent for living, is a truly distinguished woman!

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## WHIT HENRY

(Continued from Page 3)

merit and that it can again become a part of life in San Francisco.

\* \* \*

THE AVERAGE of America's more than 22 million living veterans is 38½ years. The oldest veteran is over 109 and the youngest is under 18.

The oldest veteran on the Veteran rolls is Albert Woolson of Duluth, Minnesota, the lone Union Army veteran of the Civil War who celebrated his 109th birthday last February 11th. Woolson, a drummer boy in the Nashville campaign, is the only survivor of 2,23,000 men who fought for the Union cause. There were 364,000 Union Army deaths in service.

The youngest group of veterans, those under 20 who served during the Korean conflict period, number 34,000. There are only 4,000 veterans who are 85 or over.

The largest group of veterans, mostly those of World War II, fall within the 30 to 34 age bracket; that group numbers approximately 5,158,000. The next largest group, approximately 4,081,000, is in the 35 to 39 age bracket.

Based on a Veteran Administration survey as of December 31, 1955, following is a breakdown by war showing the number of participants, number of deaths in service, estimated number of living veterans and their average age:

Korean Conflict Period 6,807,000 participants (includes 1,476,000 who served in both World War I and during Korean Conflict Period); 54,000 deaths in service; 4,346,000 living veterans (includes

843,000 who served both in World War II and during Korean Conflict Period); average age 27 years.

World War II 16,535,000 participants; 409,000 deaths in service; 15,391,000 living veterans; average age 36½ years.

World War I 4,744,000 participants; 131,000 deaths in service; 3,105,000 living veterans; average 62 years in age.

Spanish-American War—392,000 participants; 11,000 deaths in service; 68,000 living veterans; average age 62 years.

Indian Wars — 106,000 participants; 1,000 deaths in service; 176 living veterans; their average age is 59.

\* \* \*

## IN YEARS GONE BY the Key

Route Inn was a popular hostelry in our neighboring city across the bay — Oakland. For those who don't remember the Inn I give a short description. The Inn itself was built over what is now an open street. That part of it was the Key Route Inn Arcade. Trains from San Francisco would come into the arcade as would street cars of the era. Passengers would change from one to the other with possibly time out for a drink, or a snack in the many shops in the arcade. Others would enter the hotel for a restful evening. Many visitors from the east, with friends in Oakland, preferred staying at the Inn in preference to a hotel in San Francisco. With talk of a new hotel or hotels to be built in San Francisco why not a hotel at the northern terminus of the cable car line at Fisherman's Wharf. Visitors could step out of their hotel into a cable car that would take them directly to Union Square or Market Street. The space is still there. And think of the proximity to the Matson Steamship Company docks. There are many more good reasons, but you can furnish them for yourselves. It is a pleasant dream too, don't you think?

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## How would you answer these questions?

Which is man's best friend? (check one)



☐ Dog



☐ Horse



☐ Cow



☐ Electricity

What is cheaper today than in 1930? (check one)



☐ Bicycle



☐ Rifle



☐ Convertible



☐ Electricity

What will you use twice as much of 10 years from now? (check one)



☐ Food



☐ Air



☐ Clothing



☐ Electricity

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# CITY-COUNTY RECORD

Vol. 23 — No. 5  
MAY, 1956

1956 WORLD  
TRADE FESTIVAL

DEDICATED TO WORLD TRADE, WORLD TRADE CENTER AND THE U. S. CUSTOMS DISTRICT

THE MAGAZINE OF GOOD GOVERNMENT



**HON. GOODWIN J. KNIGHT**  
*Thirty-first Governor of California*

## C.F. REMINDS ABOUT TRAFFIC REGULATIONS

San Francisco's Chief of Police Francis J. Ahearn has been reminding people the regulations of San Francisco about parking in the city streets.

Ahearn particularly called attention to the new traffic regulations for street parking.

The new regulations for street parking are designed to keep the streets clear for flowing traffic.



FRANCIS J. AHEARN

Chief of Police  
City and County of San Francisco

It is during the evening hours that the most serious parking violations are committed. Ahearn said that the most common violation is parking in front of a garage or in front of a building.

Penalty for illegal parking is \$100.

### HELL Parking

Ahearn said that the most common violation is parking in front of a garage or in front of a building.

A regulation requires drivers to be careful of the rules and regulations of the city.

It is during the evening hours that the most serious parking violations are committed.

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It is during the evening hours that the most serious parking violations are committed.



## Meet the Bennetts who set up housekeeping in Santa Rosa in 1936

20 YEARS AGO—when Duane and Eileen Bennett were married, they had 6 appliances: stove, hot plate, water heater, toaster, iron, radio.

TODAY—their inviting home boasts 25 appliances: range, refrigerator, freezer, washing machine, dryer, toaster, mixer, waffle iron, deep fryer, 2 electric exhaust fans, garbage disposer, electric clock, 2 TV sets, 2 irons, sewing machine, vacuum cleaner, electric blanket, hair dryer, electric heater, 2 water heaters, furnace.



## Today they buy \$19 worth of gas and electricity for \$15

...for the average unit cost is far less than it was in 1936

Most Californians — like the Bennetts — own many more appliances today than twenty years ago. And all these extra appliances use additional gas and electricity.

Factor in you're like the average California family, you're using three times as much gas and electricity these days!

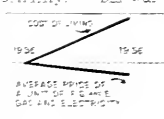
As a result, your bill may be higher. But it's far lower than it would have been 20 years ago.

That's because P. G. & E. now charges far less per unit of gas and electricity.

Proof? A month or so ago, the Bennetts' bill was \$14.72. In 1936 the same amount

of gas and electricity would have cost them \$19.19. You're probably making similar savings yourself.

Can you think of any other prices that are lower today than 20 years ago? No wonder we say....



Gas and Electricity are cheap in California!

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### Contributing Editors:

William Flynn—Record Biographies: Whit Henry—Around and About  
Dr. A. J. Cloud—Education, S. F. Public School History  
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VOL. 23 — No. 5

MAY, 1956

## Around and About

By WHIT HENRY

HAVE YOU EVER WONDERED how those in the armed forces eat nowadays? Get a load of these menus from the mess hall at Treasure Island for enlisted men:

Soup and crackers will be served on all lines. Dinner and Supper.

Farina or oatmeal, assorted dry cereal, chilled fruit, jam, prunes, figs, fruit juice and hot cakes will be available on each line every morning.

Salad bar and condiment bar will be on all lines dinner and supper; tea bags, coffee, sugar, bread, butter or hot rolls and fresh milk will be available for each meal.

### MONDAY

Breakfast—Eggs to order, crisp bacon, hash brown potatoes, and bear claws.

Dinner—Roast pork loin, cream whipped potatoes, buttered carrots and peas, brown gravy, and Dutch apple pie.

Supper—Chili con carne, kidney beans, French fried potatoes, buttered asparagus tips, Harvard heels, chocolate cake and ice cream.

### TUESDAY

Breakfast—Eggs to order, baked pork sausage patties, hash brown potatoes, and fried butterfly rolls.

Dinner—Iced beef steak, mashed potatoes, brown gravy, buttered broccoli, and Boston cream pie.

Supper—Fried beef liver, snowflake potatoes, brown gravy, French peas, and baked fresh apples with vanilla sauce.

### WEDNESDAY

Breakfast—Eggs to order, hash brown potatoes, cream chipped beef on toast, iced cinnamon rolls.

Dinner—Grilled lamb chops, oven brown potatoes, brown gravy, buttered mixed vegetables, and strawberry shortcake with whipping cream.

Supper—Ham and noodles au gratin, black eyed peas southern style, corn O'Brien, buttered cauliflower. (Continued on Page 28)

## How well do you know San Francisco?



**E**ven most lifelong residents of the Bay Area haven't visited all the famous landmarks that have made San Francisco beloved the world over. If you're a stranger, a Gray Line tour is a must, if you're a native, you'll still find a tour exciting, informative, entertaining. Be sure to tell visiting friends: Take a Gray Line tour of San Francisco. Hundreds of thousands do every year and say, "There's nothing like it!"

Passengers ride in specially built, luxurious parlor cars; trained, courteous driver-guides tell on the background story of the places you visit; fares are surprisingly low.

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## S.F. REMINDS ABOUT TRAFFIC REGULATIONS

San Francisco's Chief of Police Frank Ahern this week reminded prospective visitors to San Francisco about some of the city special traffic regulations.

Ahern particularly called attention to one-way streets, tow-away zones and hill parking.

Tow-away zones on various main thoroughfares are designed to clear the streets for freer flowing traffic



FRANCIS J. AHERN  
Chief of Police  
City and County of San Francisco

at morning and evening hours. They are posted with large porcelain warning signs only one or two to the block, giving the hours in which parking is illegal and location of the garage to which an illegally parked car has been towed.

Penalty for illegal parking in tow-away zones is \$11.

### Hill Parking

Another peculiarity about San Francisco's traffic regulations is due to the city's hilly topography.

A regulation requires wheels to be cramped to the curb and hand brake firmly set on any perceptible grade, and this takes in a big part of the city. It is to prevent run-causing property damage and sometimes personal injury or death to pedestrians.

Improper parking on any perceptible grade carries a minimum fine of \$5, and where a runaway car is involved in an accident, this is sufficient to convict the operator of illegal parking. Minimum fine where an accident does not ensue from illegal parking is \$5, the maximum. A police may also impose a maximum fine of one to ten days imprisonment or one place of a fine.

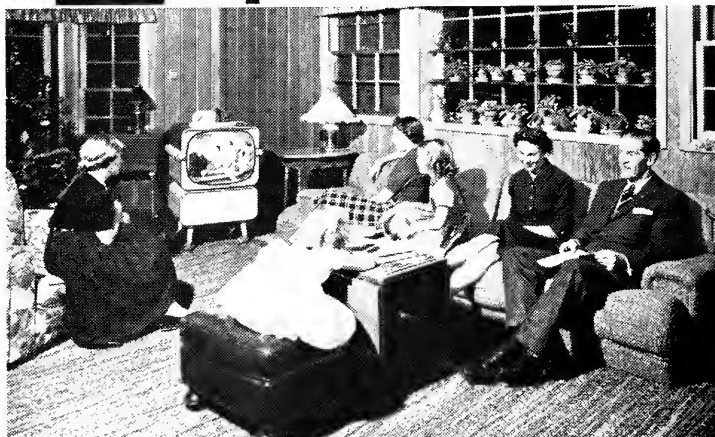
The Police Department also hands out tickets for parking at meters and other illegal parking zones on local streets.



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**TODAY**—their inviting home boasts 25 appliances: range, refrigerator, freezer, washing machine, dryer, toaster, mixer, waffle iron, deep fryer, 2 electric exhaust fans, garbage disposer, electric clock, 2 TV sets, 2 irons, sewing machine, vacuum cleaner, electric blanket, hair dryer, electric heater, 2 water heaters, furnace.



## Today they buy \$19 worth of gas and electricity for \$15

...for the average unit cost is far less than it was in 1936

Most Californians — like the Bennetts — own many more appliances today than twenty years ago. And all these extra appliances use additional gas and electricity.

Fact is, if you're like the average California family, you're using three times as much gas and electricity these days!

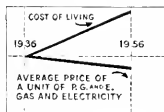
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of gas and electricity would have cost them \$19.19. You're probably making similar savings yourself.

Can you think of any other prices that are lower today than 20 years ago? *No wonder we say...*



*Gas and Electricity are cheap in California!*

**P.G. & E.**  
Pacific Gas and Electric Company

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downtown stores are open for business — the so called "fringe" holidays.

San Francisco's diminutive cable cars also present a problem for visitors unfamiliar with them. But if the motorist remembers that "cable cars have the right of way at all times," they'll run into no trouble, Ahern pointed out.

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MAY, 1956

**Around and About**

By WHIT HENRY

**HAVE YOU EVER WONDERED**  
how those in the armed forces eat nowadays? Get a load of these menus from the mess hall at Treasure Island for enlisted men:

Soup and crackers will be served on all lines, Dinner and Supper.

Farina or oatmeal, assorted dry cereal, chilled fruit, jam, prunes, figs, fruit juice and hot cakes will be available on each line every morning.

Salad bar and condiment bar will be on all lines dinner and supper; tea bags, coffee, sugar, bread, butter or hot rolls and fresh milk will be available for each meal.

**MONDAY**

Breakfast—Eggs to order, crisp bacon, hash brown potatoes, and bear claws.

Dinner—Roast pork loin, cream whipped potatoes, buttered carrots and peas, brown gravy, and Dutch apple pie.

Supper—Chili con carne, kidney beans, French fried potatoes, buttered asparagus tips, Harvard beets, chocolate cake and ice cream.

**TUESDAY**

Breakfast—Eggs to order, baked pork sausage patties, hash brown potatoes, and iced butterfly rolls.

Dinner—Braised beef steak, mashed potatoes, brown gravy, buttered broccoli, and Boston cream pie.

Supper—Fried beef liver, snowflake potatoes, brown gravy, French peas, and baked fresh apples with vanilla sauce.

**WEDNESDAY**

Breakfast—Eggs to order, hash brown potatoes, cream chipped beef on toast, iced cinnamon rolls.

Dinner—Grilled lamb chops, oven brown potatoes, brown gravy, buttered mixed vegetables, and strawberry shortcake with whipping cream.

Supper—Ham and noodles au gratin, black eyed peas southern style, corn O'Brien, buttered cauliflower.  
(Continued on Page 28)**How well  
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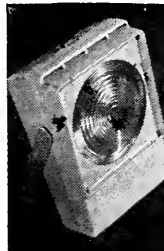
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GOODWIN J. KNIGHT  
GOVERNOR

## State of California

GOVERNOR'S OFFICE  
SACRAMENTO 14

April 3, 1956

Mr. Geo. H. Allen  
Editor and Publisher  
City-County Record  
3384 Sixteenth Street  
San Francisco 14, California

Dear Mr. Allen:

The annual observance of World Trade Week is of particular significance to California. The surging flow of commerce that passes through our ports and reaches out to distant ports throughout the world, carries with it a large and important share of the responsibility for the economic well-being of our State.

This year, World Trade Week has a special interest to Californians because its celebration includes the International Trade and Travel Exposition at the newly-dedicated World Trade Center in San Francisco's historic Ferry Building. That Exposition will do much to center public attention on a most vital phase of California's economy.

By publishing this special World Trade and Maritime Festival Issue of the City-County Record, you are making a material contribution toward stimulating a healthy public interest in our State's role in the marts of international trade. You are helping more people realize to what a great extent our farmers and our merchants, our mine operators and lumber cutters, our manufacturers, our producers of mankind's varied necessities, figuratively but effectively do go down to the sea in ships.

With sincere good wishes for success in this worth-while endeavor.

Cordially,

Governor

GJK:a

# Hon. Goodwin J. Knight, 31st Governor of California



HON. GOODWIN J. KNIGHT  
California's Dynamic Governor

**EMPLOYING THE SAME DYNAMIC LEADERSHIP** which has characterized his administration of State government in California, Governor Goodwin J. Knight has energetically been building a more diversified and balanced economy in California.

As a result, it is rapidly becoming a large supplier of goods and services to the entire Nation and to the world at large. Instead of being isolated from the Eastern seaboard and from other nations as it was during its early years, California is being woven by trade and transportation into the world's economic fabric.

## Aware of Expansion Needs

Long before he assumed his State's highest office in October, 1953, Governor Knight was keenly aware of the need for business and industrial expansion to absorb the labor skills represented by the half-million new residents moving to California every year. During the several years he spent as Lieutenant Governor he visited every section of California and learned firsthand of the untapped potential of the State.

Armed with this wealth of knowledge he lost no time after becoming Governor in embarking upon a personal crusade to create new jobs for California's rapidly expanding population. The task has not been an easy one. Manufactureres and processors rarely establish new plants in a community without being sold on the advantages. But this the Governor undertakes to do without the assistance of a department of commerce or an industrial promotion group such as are a part of the governmental organizations of many other states.

## Contacts Nation's Executives

Governor Knight employs a singularly low-pressure approach in endeavoring to interest business and industrial executives in expansion possibilities. His is not a whirlwind, barnstorming type of campaign. Instead, the Governor contacts executives on their home grounds and quietly discusses with them the advantages California has to offer. In almost every instance he has found manufacturers and processors are interested in coming to California. They recognize the State is a vast market for products of every kind; that it has the edge in climate and in work force, and that no state has a greater potential for making maritime history.

In order to foster development of California's shipping industry which has a vital stake in world trade operations, Governor Knight early in his administration created a Committee on Shipbuilding and Ship Repair. This committee, with the Governor's encouragement, has been instrumental in stimulating renewed interest in shipbuilding and ship repair work in California and the West Coast generally.

## Keen Interest in New Center

Governor Knight has taken a keen personal interest in development of the new World Trade Center, the only such international mart in the West. He is convinced that this Center will provide outstanding facilities for displaying, storing and trading goods—a place where businessmen from all over the world can conduct their transactions more easily and conveniently.

By encouraging new industry to supply world markets, by fostering development of a strong shipping industry with modern equipment, and by providing facilities for international barter, Governor Knight is steering California to a position of pre-eminence in world trade.



## WORLD TRADE CENTER UNIQUE IN ARCHITECTURE AND STRUCTURAL DESIGN

(Special for the Record)

**VISITORS, COMMERCIAL AND PUBLIC ALIKE**, are invited to enter the massive glass doors of the new World Trade Center, moving under the huge aluminum bordered marquee of imported teakwood to a dramatic view of one of California's most unusual building lobbies.

In a dramatic design of steel, concrete, plaster, aluminum and marble, William G. Merchant, architect of the Center, has created one of the West's unique structures to coordinate the ebb and flow of commerce and trade between home and overseas markets.

### VISITORS MOVE THROUGH FOYER

Over the black terrazzo floors the visitors move to the left through the foyer, with towering curves of black marble on the left walls and the sweep of the oak wooden panels moving on the Center wall to the right.

Beyond the ground floor lobby with Center Administration offices on the left are the banking headquarters of a worldwide institution geared to provide the financing assistance required by any successful international transaction in world trade.

Adjoining the international communications office (McKay Radio) is the lobby elevator, passenger-controlled with all modern safety devices. Further ahead is the expanse of corridors with glass lined

offices from roof to floor and other appurtenances of a project dedicated for the benefit of those interested in world trade that can be mutually useful and guarantee of long-range prosperity.

Steps are obsolete in this new approach from floor to floor, as terrazzo-floored ramps rise in gradual degree to invite the visitors from floor to floor. Stainless steel railings slope gracefully along each ramp, rising on a one to eight grade level to the next floor. These ramps built upon a steel beam construction create the safety and convenience factor required in this functional traffic flow design.

### RIGHT WALL OAK VENEER

On the Center's right walls is one of the West's largest decorative installations of oak wood veneer which covers over 5,000 square feet of the Center's walls to further its appeal.

Aluminum has also received special attention in the Center's actual structure, with its usage in many

(Continued on next page)

PLAN OF THE NEW WORLD TRADE CENTER is shown in this cutaway photo presenting proposed offices, display centers, trade library, information center, bank and other facilities and services of an international clearing-house for buyers and sellers in world markets.



**WORLD TRADE SHOW PRINCIPALS:** From left: Tom B. Coughran of the Bank of America, Chairman of World Trade Week; Robert H. Langer of Wells Fargo Bank, Chairman of the International Trade and Travel Exhibition; and Frank Marsh, director of the Bay Area Council, managers of the new World Trade Center. The three are shown here discussing plans for some 100 exhibits currently on display (May 23-June 3) at the Exhibition on the first two floors of the World Trade Center at the Ferry Building. All three of these men have devoted the major portion of their time in recent weeks to bringing one of the most outstanding world trade and travel shows ever assembled, to Northern Californians. The exhibition, representing products and services of some 60 foreign nations and commercial firms, is free of admission.

### TRADE CENTER

(Continued from Page 7)

important sections of the building, including window frames, door knobs and locks and other special facility items.

Asphalt tile squares in attractive grey-white-black design are inlaid in the Center structure floors to provide unusually pleasing contrast to the light yellow-green walls in plaster wall finish.

Clear-grained bleached birch wooden doors with aluminum fixtures add clean lines and functional interests to the general Center design. Wall-plugs and other electrical outlets are conveniently located as are the telephone conduit systems, to assure tenants the maximum of service interest.

### CONSTRUCTION CHALLENGE:

The challenging construction problem of the new World Trade Center was to take over the north major wing of the historic 60-year old steel, concrete and terminal-type structure and convert it into an ultra modern building for up-to-date use in world trade circles.

For forty years, from 1896 to 1936, the historic Ferry building, designed after the Giralda at Seville was one of the world's major



PROMINENT VISITORS to the new \$2 million World Trade Center for Northern California during the dedication ceremonies opening the huge structure, and the 1956 International Trade and Travel Exhibition, are shown here before the Center symbol.

(Left to right) are Roy Buell, President, Downtown Association of San Francisco; Mr. Frank K. Runyan, retired former Managing Director, Western Merchandise Mart, who is Advisory Consultant to the Center; Al Cameron Ball, Managing Director of the Western Merchandise Mart; and Frank E. Marsh, Managing Director, of the World Trade Center.

## WORLD TRADE PROMOTION ONE OF SIX MAJOR FIELDS RECEIVING SAN FRANCISCO CHAMBER OF COMMERCE ATTENTION

(Special for the Record)

**EXPANSION OF WORLD COMMERCE** through the Port of San Francisco stands beneath a strong spotlight in the lineup of important goals sought this year by the San Francisco Chamber of Commerce.

So do promotional activities, wholesale and retail trade . . . improvement of parking and transit . . . an acceleration of redevelopment . . . "selling" of San Francisco.

All six form the nucleus of the Chamber's 1956 "Go-Ahead Program," an integrated plan aimed at greater prosperity and faster growth for San Francisco. The program is being effectuated this year through a total of some 40 specialized committees and sections comprised of approximately 500 leading citizens; thirteen departments staffed by many of the West's top experts in their fields; and a Board of Directors composed of 31 top-notch business and civic figures.

At the head of this big organization which moves like a well-oiled city machine is an expert in his own special field, E. W. Littlefield, executive vice president of the Utah Construction Company. A financial and economic authority who holds the major offices in a dozen of the nation's firms throughout the West, Mr. Littlefield as 1956 president of the San Francisco Chamber of Commerce

for new industry . . . building of



EDMUND W. LITTLEFIELD  
Exec. Vice-Pres., Utah Constr. Co.  
Pres. S. F. Chamber of Commerce

is providing dynamic leadership in the Chamber's "go-ahead" drive toward business and civic accomplishment.

Executing the administrative

policies set by President Littlefield and other members of the Chamber's Board is one of the nation's foremost professional chamber of commerce executives—G. L. Fox, fourth vice president and general manager.

Led by this top-notch team of executive talent, the Chamber's staff and committee men daily tackle big projects as well as provide routine services in thirteen fields:

Administration, Agriculture, Civic Development, Domestic Trade, Membership, Industrial, Grain Inspection, Public Affairs, Publicity, Research, Retail Merchants, Transportation and World Trade. These are the ten service departments of the San Francisco Chamber.

### THESE DEPARTMENTS

It is under these departments that the 40-odd committees and sections, chairmanned by experts in their fields, work for San Francisco's progress. And it is within these departments, staffed by specialists that business men and women from all walks of the economy find constant help and counsel.

The Chamber's 1956 "Go-Ahead" program is divided into three major fields: Economic Progress, Urban Growth and Business Leadership.

Under Economic Progress there are these narrower aims: development of world commerce, expansion of industry and fostering of wholesale and retail trade.

In Urban Growth these two goals are sought: providing traffic,

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terminals prior to the building of the Bay Bridges. The 50 million people who moved through the Ferry Building each year, via thousands of ferry boat trips each day, dwindled to hundreds when the Bay bridges were built and Transbay transit transportation became effective.

Now once again the World Trade Center will attract hosts of visitors and traders from throughout the countries of the world. The impact upon San Francisco, the Bay Area and the entire State of California will be increasingly impressive and beneficial to all.



G. L. FOX  
Vice-Pres. and General Manager  
S. F. Chamber of Commerce

parking and transit improvements; and accelerating decentralization and redevelopment.

For Business Leadership the Chamber is driving for: increased recognition of San Francisco as a headquarters, distribution and entertainment center; and general promotion of the city.

Group these "priority goals" together, sift the mass of jobs that each implies, shake them together, and you come up with this list of

(Continued on Page 25)

# New World Trade Center for Northern California Officially Dedicated To Commerce And Peaceful Relations With Nations Throughout the World

ONE OF WESTERN AMERICA'S outstanding structural achievements of the past decade officially opened its doors in elaborate ceremonies at 2:30 p.m. Wednesday, May 23, as the new \$212 million World Trade for Northern California readied its 125,000 sq. feet of space for offices and exhibitors in international commerce.

## LONG PLANNED

Culminating more than 10 years of planning, organization, financing and construction the new World Trade Center becomes the new cross-roads for international commerce between the North American continent and the nations of the Pacific Area including the Far East, Australasia, Latin-America and other world ports.

Official dedication ceremonies of the Center also marked the opening of the 1956 International Trade Exhibition, which is one of the outstanding of its kind in Pacific Coast history. Twenty foreign nations and over 40 commercial and industrial exhibitors will provide a colorful presentation for tens of thousands of interested Bay Area and California residents.

Of ultra-modern design, the new Trade Center is a streamlined building designed for the headquarters offices and glass-paned exhibits of buyers and sellers in global commerce.

## CENTER THEME

The theme of the Center is to provide those facilities and services which will create higher production, new employment and increased benefits from the growth of world trade in California and all its trading areas, at home and overseas.

Here, under a single roof, are the fire-proof, concrete, steel, aluminum, marble and other decorative features of a building dedicated to the goodwill and profits to be gained by peaceful trade between the world's nations.

The Center is now in operation as a strong factor in building ocean trade through the Golden Gate. It has a progressive international public relations and promotion program already under way on behalf of the Bay Area and Northern California.

Services now in process of establishment include an international trade library and information center; offices for freight forwarding,

customers' brokerage, admiralty law, marine insurance, communications, translating and interpretation and a score of other needs which build a self-contained community of greatest value to the short-stay traveler in world trade.

Radiating from the Trade Center are the twelve miles of piers, wharves and warehouses and other maritime facilities of one of the world's great seaports, the Port of San Francisco. Along this famed

Embarcadero roll the trucking fleets of the Pacific Coast and the Belt Line railway, which channels cargo traffic to the Seven Seas from the major railway systems of the nation. Across the Bay, Center visitors can see the bustling Ports of Oakland, Richmond and Alameda.

The panorama of the Eastbay cities and the sweep of the World's largest span, the S.F.-Oakland Bay Bridge can be viewed from the new

spectacular windows of the forthcoming International Trade Club, located on the third floor of the Trade Center. Civic and industrial leaders are heading the program to organize this club devoted to world trade, travel and cultural interests, with the provision of a club lounge, cafe, grill, conference and dining-room facilities for up to three hundred guests of conventions, clubs and other groups.

From this spectacular Center club the whole range of the Bay—Alameda, Oakland, Berkeley, Richmond and the far reaches of the Redwood Empire—rise above the moving scene of tugboats, ferries, boats, ocean-going freighters and luxury liners, passing in parade before the Center.

## BAY AREA COUNCIL

The Bay Area Council, Marine Exchange, the Northern California Ports and Terminals Bureau, the Trade Center Authority and several other organizations of a similar civic and trade association nature are already located, or planning to locate, in the Center.

In the Center headquarters office is a mounting file of inquiries, questions, prospects and promotional ideas that would keep the Center staff busy 24 hours daily for the next year. Visitors are coming in from all points of the world compass, recommended for Center visits by foreign governments, consular offices, Federal agencies, chambers of commerce and other groups looking to the Center as a

(Continued on next page)

PLANS ARE MOVING AHEAD for organization of an International World Trade Club in the new \$2 million World Trade Center which was dedicated on May 23, with elaborate ceremonies. The Club will be a gathering-place for world traders, conventions and groups interested in promotion of world peace and commerce. Here is projected sketch of the Cocktail Lounge which will have a dramatic view of San Francisco Harbor from the Center.



ITALY EXHIBITS: Plinio Mazzarini, Italian Vice Consul in San Francisco (left) is describing a work of Italian art to Miss Barbara Brenner, Queen of the Golden Gate Trade and Maritime Festival, and Robert H. Langner, Chairman of the International Trade and Travel Exhibition at which the Italian Consulate General has a striking exhibit of products and services. The product being viewed here is a gondola made in Venice, one of scores of art treasures exhibited by Mr. Mazzarini and his staff at the Exhibition.

—Photo by George Shimmion

# CALIFORNIA'S NEW WORLD TRADE CENTER

(Continued from Page 9)

new international clearing-house of information and service.

Many problems are still to be overcome, but the principle of the World Trade Center idea has been

The amazing success of these joint New Orleans ventures in private and public sponsorship is good omen for the future of San Francisco's World Trade Center—THE



THE NEW \$2 MILLION World Trade Center opened with gala dedication ceremonies on Wednesday, May 23, with a delegation of prominent Federal, State and International officials, headed by the Consular Corps of San Francisco. Photo shows the elaborate main lobby of the new Center, an ultra-modern foyer of black marble, stainless steel and terrazo flooring with dramatic ramp approaches to each of the three floors of the building.

proved successful with special reference to New Orleans. In the picturesque Gulf port a similar project was developed on a two unit basis—an International House and a Trade Mart—located a city block apart.

FIRST IN THE WORLD TO BE JOINTLY DEVELOPED UNDER A SINGLE ROOF, AND WITH A SINGLE COOPERATIVE PURPOSE THE PEACEFUL AND PROFITABLE TRADE.

The New Orleans program now plans a new \$3 million joint building operation in the Louisiana seaport, while California's Trade Center looks forward to building a similar record of service and accomplishment for world trade through the Golden Gate.

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# Collector of U. S. Customs Chester R. MacPhee With Background of Taxpayer Consideration Has Established Remarkable Efficiency Record

By Record Staff Writer

HARBOR DAY 1956 and the opening of the new World Trade Center sees the great port of San Francisco, gateway of the Pacific, greater than ever and still growing. Many recently established records were broken by new ones in the past year. Playing no small part in this outstanding growth is San Francisco's dynamic Collector of Customs, Chester R. MacPhee.

On this Harbor Day he completes his third year in one of the most important offices of our National Government. Appointed in the early summer of 1953 by President Eisenhower, he has in the past three years well merited the trust and confidence reposed in him by the President in selecting him for this post.

## FINANCIAL FIELD

Those of us who knew him in his legislative capacity in the City Hall are well aware of his solicitude for the tax payers' money and his almost slavish devotion to a wise but rigid economy, detesting waste but never curtailing adequate services and protection to which the people are entitled. "It's so easy to spend other people's money," he has often been heard to remark. "Consequently we in public office must be doubly watchful of waste and extravagance."

This high sense of duty he has carried over into his present position as Collector of Customs. In the short space of three years he has through bold initiative and tireless effort tightened enforcement, increased services, raised morale, and at the same time reduced the expenses of his entire operation.

It is well worth the time to review some of his more important accomplishments.

## EFFICIENT OFFICIAL

In the financial field, the record breaking year of 1954 in which \$24,625,117 was collected was bettered by 20 per cent in 1955 in which an all-time record of \$29,722,784 was collected. A great portion of this increase was due to increased imports, but no small part was the direct result of plugging loopholes in the revenue wall through which many thousands of dollars in revenue would have otherwise been lost.

A necessary result of Mr. Mac-



CHESTER R. MACPHEE  
Collector of Customs  
United States Custom District

Phee's drive to protect the revenue was a 31 per cent increase in the number of entries filed. This represents a tremendous increase in the normal work load and would at most enterprises call for additional personnel. Yet this task was accomplished without the addition of a single person to the Customs payroll. Such was the phenomenal team work and management improvement program developed under his leadership.

This team work was highly exemplified in the liquidation of entries where an all-time high backlog was preventing importers from getting prompt settlement of their accounts with the government. These delays made pricing of the merchandise very difficult and unduly hampered trade. A record backlog of 18,250 entries found by Mr. MacPhee in the first year he took office was wiped out completely by June 1954. He went further and volunteered to aid other ports in eliminating their backlog.

All of this resulted in tremendous savings to the government, better service to the public, and was done without any additional cost to the government.

Through effective liaison and cooperation with other agencies, Mr. MacPhee set up the necessary machinery to prevent several prevalent abuses in the import trade.

(Continued from Page 27)

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## SWEEPING NEW "SHIPPER SERVICE" PROGRAM OF STATE HARBOR BOARD MAINTAINS PORT'S PRESTIGE

**N**EW MERCHANT FLEETS ARE TAKING SHAPE on the nation's shipbuilding ways this year, and with them are coming challenging departures in the techniques of ocean transport. Together they serve to spot light a sweeping new "shipper service" program which the Board of State Harbor Commissioners has put underway to maintain the Port of San Francisco's stature as prestige port of the Pacific.

A 35-million-dollar array of recently completed piers and special cargo-handling terminals forms the backdrop for the Harbor Board's 1956 plan, announced just recently as a "Short and Long Range Program for Port Improvement and Development."

### IMPORTANT ELEMENTS

Several important elements in this definition program have already been put into effect. All of them have a central objective: to put an expanded, streamlined, dollar-saving range of port services at the fingertips of shippers, ocean and land carriers, and the trading world.

**As their first step**, the port's harbor commissioners, headed by Board President Cyril Magnin, with Port Director Charles Tait have established a series of port advisory committees with the help of maritime leaders. Membership cuts across management, labor, shippers and consignees, port traffic and operations experts, terminal and stevedoring companies, land and water carriers. Their voluntary job: to review the port's operating practices, chart realistic ways to step up its efficiency (already ranked as the Pacific Coast's highest in terms of fast cargo handling and dispatch).

**Step Two** is a far-reaching expansion in traffic service and sales representation. The first harbor office to establish a London office after the war, the Port of San



CYRIL L. MAGNIN  
Pres., State Harbor Board

Francisco is now the only Pacific Coast port with direct representation in Washington, D. C. From this important center, the port's Eastern Representative now serves all major cities on the Atlantic Seaboard, while its Chicago agent continues to work with industries and shippers in the mid-western U. S.

Representation has also been added in California itself, with activation of the Port of San Francisco Central Terminal, a new ship-truck-rail terminal based at Piers 46A-46B. The terminal's office in San Jose serves the state's interior valleys, whose rich varieties of year-around farm exports have

(Continued on next page)

### PORT OF SAN FRANCISCO

*Above, left:* Port of San Francisco's famed Embarcadero begins at Foreign Trade Zone No. 3 and Fisherman's Wharf, shown at left and right foreground in this striking aerial view. San Francisco Bay Bridge and Coit Tower loom in the background.

*Above, right:* Big new cargo-passenger ship of the Mariner class, the American President Lines' **PRESIDENT JACKSON**, loads at Pier 50 preparatory to departure on around-the-world route from San Francisco home port.



Loading scenes like the above make San Francisco the leading general cargo port of the Pacific Coast—highest, too, in the value of its foreign trade.

## PORT OF SAN FRANCISCO

(Continued from Page 11)

won them fame as "market basket of the world."

**Step Three**, the port's new office of Port Trucking Coordinator, makes its services available to the western U. S. Results are faster "turnaround" for trucks at the port's 45 busy piers, better service to the 112 steamship lines plying between San Francisco and 264 other world ports.

In yet another important move under its far-reaching new "shipper service" program, the Harbor Board has undertaken to confer with maritime labor-management officials working out questions involving port operations and lending its office to what it views as "a highly encouraging climate of cooperation on the waterfront."

Commenting on the ready reception of this move, by everyone concerned, the Harbor Board recently noted:

"We hope this will lead to wide recognition of the fact that labor-management relationships on the west coast are much more stable than in many other industries today. For example, San Francisco is in its sixth year of longshore contract work, uninterrupted by strike. This kind of cooperation is something that . . . deserves to be brought to the attention of shippers everywhere."

Reclamation of tideland areas, to create new industrial building sites on San Francisco's highly developed waterfront, is another basic project in the port's 1956 planning. The Harbor Board recently opened sizable acreages of filled land near its deepwater Islais Creek terminals, and port engineers are readying other tideland tracts for use.

This reclamation is expected to

stimulate the growth of an entire new industrial area on San Francisco's busy waterfront, with mod-



CHARLES TAIT, Director  
Port of San Francisco

ern piers and shipping facilities at its threshold.

These are salient points in the port's comprehensive new service program, which specifies some 25 major projects for early activation and seven others for longer-range accomplishment.

Many of these related projects are also under way, aimed to keep the port in step with Northern California's phenomenal advance in population, industry and international commerce. With shipping volume registering steady increases this year, the harbor's future trade activity promises to maintain a twentieth century par with that of the historic gold rush era, which first gave the Port of San Francisco its place among the world's great harbors.

## EARLY PUBLIC SCHOOLS IN SAN FRANCISCO

By A. J. CLOUD, Record Contributing Editor

## NO. 7 OF A SERIES

(A running commentary upon public school developments in San has been offered in preceding numbers of this series. The current article will deal mainly with the school situation in the decade from 1865-75, amplified by certain biographical sketches.)

"Open the door of the school house to all the children in the land."  
—Daniel Webster.

## ADULT EDUCATION IN GENERAL

Preparations are under way to celebrate, during this year, the Centennial of an important and popular segment of the public school system—Adult Education. As that program had its beginnings in the evening schools of San Francisco, it becomes appropriate at this point to tell the story of these schools in their early period.

## THE FIRST EVENING SCHOOLS

The original public evening school in our city was started in August, 1856, in the basement of the "Cathedral", or old St. Mary's, at the corner of California Street and Dupont (now Grant Avenue). The classes opened under the instruction of Principal Ahira Holmes and four other teachers, who soon found themselves too few in number to satisfy the needs of the three hundred pupils in attendance during the year; whereupon two eminent pioneer educators—John Swett and James Dunman—came to the rescue by volunteering their services.

This department of the public school system, owing to the unfavorable conditions under which it operated, had an up and down career during its first few years, but, in 1861, when evening classes were being conducted with an attendance somewhat beyond one hundred pupils, Superintendent George Tait commented: "The necessity for evening schools will always exist, for there will always be in the community hundreds of youths, who having to labor daily for their livelihood, are thus debarred from attending the day schools".

## THE CURRICULUM

In 1864, the number of evening classes and the "aggregate attendance" having remained virtually stationary since 1861, Superintendent Tait described the program of studies in this language: "In the Principal's class, where the members are mostly over eighteen years of age, book-keeping was the most prominent study; in another class, composed of men and youths of foreign birth, reading, spelling and translating from French, Spanish and German occupied attention; in the remaining classes, the pupils, who varied in age from eight to sixteen years, devoted



DR. A. J. CLOUD

themselves to the branches taught in primary schools."

## A PERIOD OF EXPANSION

With the establishment of the Lincoln Grammar School, as related in the preceding article in this series, a period of expansion of evening classes set in, four of them being admitted to the Lincoln building under the principalship of R. K. Marriner. The school year 1867-8 saw five evening schools in operation with an enrollment of four hundred ninety-one pupils. Two years later, the original public evening school, for the first time after thirteen years of existence, was regularly graded, its pupils transferred to the Lincoln building, its offerings "made free to adults". Quickly, the school ran up its attendance to nine hundred pupils. The curriculum now was broadened to include "commercial subjects and industrial drawing."

John Swett, having recently returned to San Francisco upon expiration of his terms of distinguished service as State Superintendent of Public Instruction, assumed the principalship, continuing in that capacity for two years until he was succeeded by William A. Robertson. In 1875, four evening schools were in full running order, engaging the "attention" of twenty-five teachers, and reaching an enrollment of 2213 pupils. From that time on, the public evening schools attained a grand record of usefulness to the youth and adults of the community.

## THE ATMOSPHERE SURROUNDING THE SCHOOLS

The decade immediately sequel to the "War Years" (1865-75), found (Continued on next page)

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MASONIC AT GOLDEN GATE AVENUE

San Francisco 18, California



## DR. A. J. CLOUD

(Continued from Page 12)

San Francisco the hub of California's economic and social life, as Boston had been said to be in relation to New England at an earlier date. This was the era when the first transcontinental railroad was completed; when the silver bonanzas of the Comstock poured incredible riches into the supply and equipment center for the mines—which was San Francisco—leading, before it was over to wild speculation and financial panic. This was the era when the Bank of California was organized with William C. Ralston its cashier, and William Sharon its representative at Virginia City; when spectacular mansions of railroad and mining monarchs dominated Nob Hill; and cable cars rattled and clanged up and down steep California Street hills in front of their doors.

## CALIFORNIA THEATRE

This was the heyday of the California Theatre, most beautiful on the Coast, erected by Ralston on Bush Street near Kearny, and opened on January 18, 1869, to greet the renowned actors, John McCulloch and Lawrence Barrett; and the inaugural of the fabulous Palace Hotel, built by Ralston, with its open court into which carriages rolled, and balconies rose tier above tier.

In that decade the Mechanics Institute held "fairs" in "pavilions" in Union Square; and the city acquired a thousand acres of wind-swept, shifting sand-dunes, out of which John McLaren in years to come was to create marvelous Golden Gate Park.

It was the imaginary realm of "Emperor" Norton with his dogs Bummer and Lazarus.

As Gillett Burgess was afterwards to write, this was; "San Francisco, the Impossible, the City of Miracles."

## GLEANINGS FROM THE DENMAN 1875 REPORT

Having this environment in mind, we are again deeply impressed by the notable progress in public education in our city, achieved during the decade. A general idea of the advancement so made will be gained from perusal of the following brief summation:

The total population of San Francisco by the U. S. Census of 1870 was 159,005; and the estimated figure in 1875, 234,000.

Between 1852 and 1876, the total expense of the San Francisco public schools was slightly beyond \$7,600,000, ranging from \$23,000 in 1852 to \$707,000 in 1875.

The number of pupils in attendance was 2,132 in 1852, and 31,128 in 1875, divided as follows: high school, 702; grammar school, 6,053; primary school, 22,158; and evening school, 2,213.

In 1875, these pupils were housed in 69 school buildings, and were taught by 510 teachers whose annual salaries averaged \$1,021 each. The Superintendent's salary was \$4,000 per annum.

The estimated value of public school sites in 1875 was \$1,436,000; of school buildings \$795,000.

The school tax in 1875 was 19c on every hundred dollars.

The total expense of the city government in 1875 was \$4,435,257.65.

Superintendent Denman praised the work and the spirit of the teachers at that period. "Our teachers have labored," he said, "with renewed interest in the discharge of their difficult duties, which should entitle them to our warmest thanks and highest consideration."

## RECOGNITION OF PIONEER EDUCATORS

As we have proceeded with this chronicle of public school beginnings in our city, we have come upon the names, from time to time, of several leading pioneer educators. We pause at this point to identify them more exactly since we feel that their contributions to these developments should be given somewhat more than a passing nod of recognition. The careers of four of these men will now be sketched in brief.

### MINNS; TAIT

GEORGE W. MINNS was a native of Boston and a graduate of Harvard University. His training had been directed toward the legal profession. He came to San Francisco in 1854, and was named a teacher of "Natural Sciences" in the first California High School ("Union Grammar School") when it was organized in 1856. He continued in that capacity throughout the era of the "San Francisco High School" until 1864, when the Boys' High School assumed form and name. Of this re-organized school Mr. Minns was chosen Principal. Meanwhile, he had interested himself in courses for the training of teachers and in 1866 was elected Principal of the original California Normal School, then located in San Francisco. A year later "he resigned and went East." John Swett says of him: "Professor Minns was one of the leading educational lecturers in the State."

GEORGE TAIT was a graduate of that famous institution of higher learning, the University of Virginia, founded by Thomas Jefferson. After arrival in San Francisco in the middle fifties, he succeeded James Denman as Principal of the grammar school bearing that name, in June, 1857, remaining until the close of 1861. At that date he assumed duties as City Superintendent of Schools, in which capacity he served with distinction throughout the "War" (Continued on next page)

## Propose Bay Area Firms for Nuclear Propulsion Study

A bid for consideration of Bay Region industry in developing an advanced type of nuclear reactor for the Maritime Administration has been made by the Shipbuilding Committee of the S. F. Chamber of Commerce.

In a letter to Clarence G. Morse, Maritime Administrator in Washington, D. C., T. Douglas MacMullen, Shipbuilding Committee Chair-



T. DOUGLAS MacMULLEN  
Chairman, Shipbuilding Committee  
S. F. Chamber of Commerce

man, pointed out that there are four major organizations in the Bay Region equipped to participate in such a study.

A proposal for the research was recently submitted to the Maritime Administration by the Pacific Coast Study Group for Nuclear Power, which includes American Radiator and Standard Sanitary Corp., De Laval Steam Turbine Co., Stanford Research Institute and Todd Shipyards.

The project involves development of merchant vessel propulsion through a nuclear reactor.

Capable of providing technical assistance in the study and development, according to MacMullen, are the United States Navy Radiological Defense Laboratory at Hunters Point, AEC Laboratories of University of California, General Electric Company's San Jose laboratory, Mare Island Navy Shipyard, and the Stanford University Nuclear Research Laboratory.

"Because of the proximity of all these resources, it is obvious that this study group could operate under the most advantageous conditions," said MacMullen.

## Bay Area Rapid Transit Progress

Under the leadership of Mayor George J. Christopher, representatives of nine Bay counties and a score of incorporated communities have taken the first step to imple-



MAYOR GEORGE CHRISTOPHER

ment the report proposing a vast rapid transit system uniting the Bay region.

At a meeting called by Mayor Christopher, the governmental group initiated appointment of a committee in each county composed equally of city representatives and others "for consultation and policy suggestion" on rapid transit matters.

Each county committee will appoint two members to an inter-county committee whose function will be to study all aspects of the rapid transit problem and strive to formulate a rapid transit program acceptable to all counties. This committee was asked to make its first report by August 15.

This action is the first since announcement of the proposal of the San Francisco Bay Rapid Transit Commission for a Bay-wide rapid transit system, estimated to cost \$873,000,000 for its first stage and nearly 1½ billion before completion.

Experts have pronounced the project engineeringly economical and fiscally sound.

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(Continued from Page 13)

Years." His annual reports are models of lucid interpretation of school conditions during his terms of office. Later he became a member of the faculty of the University of California.

**JOHN SWETT**

JOHN SWETT is universally honored as "Father of the Public School System of California." It has been truly said of him that "he erected the permanent structure of California's free public school system." As a tribute to his record of public service, scores of public schools in the state bear his name.

According to his own account, the young John Swett, son of a New England schoolmaster, sailed from Boston in August, 1852, to California "round the Horn." "When I reached California," he said, "I mined until I found myself dead-broke." Finally, he managed to get back to San Francisco, gained appointment as a teacher in 1853, and the Principalship of the Rincon School at First and Folsom Streets in the following year. From that date onward to the end of the century, John Swett typified the highest ideals of the teaching profession, both in his career as State Superintendent of Public Instruction and in the several different administrative positions he occupied in the San Francisco schools.

In 1862 John Swett was elected to the State office on the "Union ticket", and continued in that relation until the close of 1867. During those momentous years, in his own words he "framed a school law; established free schools." In his report for the school year ending June 30, 1867, he was enabled to declare: "For the first time in the history of the state, every public school was made entirely free for every child to enter." Such was his achievement from the point of view of the State at large.

Upon his return to San Francisco, after expiration of his terms as State Superintendent, John Swett officiated as Principal of the Denman Grammar, as Deputy Superintendent of Schools, and as Principal of the Girls' High School during the late Sixties, the Seventies, and the Eighties. From 1891-94, he was the elective City Superintendent of Schools. His last years were spent at "Hill Girt" in the Alhambra Valley in Contra Costa County, where he was a near neighbor of his friend, John Muir, the celebrated nature lover. He died in July, 1913.

**JAMES DENMAN**

As stated in an earlier article of this series, James Denman was the first public school principal to serve in San Francisco, or, in fact,

in California. Much of the information contained in these articles has been derived from his Reports with due credit given.

Mr. Denman was born in 1829 at Neversink, in the State of New York. He attended and was graduated from the State Normal College at Albany, N. Y., and soon thereafter embarked for California. Arriving in San Francisco in the Fall of 1851, he was almost immediately given charge of the Happy Valley School, close by the present day Sheraton-Palace Hotel site, which school in the course of time became noted as the Denman Grammar School. (Earlier articles have given details of this phase of his career).

Mr. Denman's tenure as Principal of the Denman Grammar, which lasted for a quarter-century was interrupted by terms of office as City Superintendent of Schools. These terms occurred in 1860, '61, '68, '69, '70, '74 and '75, a total of seven years of important administrative responsibility. He was recognized as a sturdy advocate of high standards of instruction and especially as a leader in every movement for advancement of the teaching profession.

Mr. Denman's last relationship to the San Francisco public schools came at the turn of the century when Mayor James D. Phelan appointed him to membership upon a Board of Education newly constituted under then recent charter provisions. His death occurred in 1909.

**JAMES DENMAN'S CAREER**

Before completing this quick outline of the career of James Denman, I seize the opportunity to preserve an account of an interesting and important incident in his career as told by him to his son, Judge William Denman. The action in question developed at the large school lot and Market Street at Fifth, acquired by Superintendent Thomas J. Nevins in 1851.

The land remained a sandhill waste throughout the early fifties, and during those times, "squatters" found it convenient to plant their shacks upon the site. Danger existed that, they might, in time, by virtue of possession, secure legal title to their holdings.

Denman was a man of powerful build and fixed determination. He decided to eject the interlopers. Carrying with him camping equipment, reinforced by a loaded shotgun, he arrived at the lot, drove the "squatters" off, raised his tent and remained on the spot day and night until assured that the intruders had decamped for good.

Thus has it come to pass that legal title to this valuable property at Market Street and Fifth remains to this day vested in the United School District of San Francisco, under jurisdiction of the San Francisco Board of Education.

(To be continued)

## Women of Distinction

AUREL PIERSEE

Assistant General Manager

Better Business Bureau of San Francisco, Ltd.

By Record Staff Writer

IT IS NOT A LONG WAY, in miles, as we count them nowadays, from the plains of Kansas to the green hills of Marin County. But the little girl who, as Aurel Piersee, grew up in Kansas and later came to California has traveled far, to reach the present point in an outstanding career. What is more, it has been an adventurous journey, not as the pioneers knew adventure, but in excursions and triumphs of the spirit.

As Assistant General Manager of San Francisco's Better Business Bureau, she holds a responsible and important position, and one which she thoroughly enjoys, because it fits her so well. Full of variety, and of challenges, it enables her to make wise use of her rich background of experience, and bring into play her many unusual gifts.

### FAMILY CAME WEST

To go back to the beginning, her father, a former teacher and a United States Marshal, came West in search of health for her ailing mother. He settled, with his wife and three little girls—Aurel was the youngest—on a cattle ranch near Gove, in southwestern Kansas. The little town had no railroad, and still hasn't but a bus line goes through there now. Country life, however, did not help Mrs. Piersee, who died there, and later Aurel's father married again, eventually augmenting his family with two sons and another daughter.

Both father and mother were determined that this lively young family should have a good education, and tutored the children until they were old enough to go away to school. Aurel went to high school in Miltonvale, Kansas, and wrote a column of school news for the Miltonvale paper, acquiring early a taste for journalism which was to have considerable effect on her future.

### TASTE FOR JOURNALISM

But she wasn't too sure about it in the beginning, for as her world began to expand, it offered so much of interest to this intelligent, energetic and ambitious youngster. She went on to Kansas Wesleyan University—now no more—where she majored in banking. This led to a job with a large stationery store in Topeka, and to fill her evenings, she worked as a telephone operator. A return to journalism, her first love, came when she took on the editing and publishing of a country weekly in western Kan-

sas and their problems, undoubtedly brought her to the next stage of a developing career. She took a position with the State Hospital for the Insane at Topeka, where she handled the records of patients who were veterans of World War I. This led to a brief period of work along similar lines at the famous Menninger Clinic.

Such amazing variety of experience could have meant only one thing—that fate was preparing her for the sort of job really meant for her, at which she could, and does, excel. She started to work for the Better Business Bureau soon after

biased third party" between sellers and buyers of advertised products. Today there is hardly a city which does not have a Better Business Bureau, assuring those reliable transactions and presentations which mean a profitable market and a satisfied customer.

### HEADED DEPARTMENT

Aurel Piersee headed the solicitation department of San Francisco's Better Business Bureau until, five years ago, she was appointed Assistant General Manager. She worked at first under Mrs. Muriel Tsvetkoff, General Manager for twenty-four years, and a remarkably gifted executive. The present head, recently appointed, is Vernon A. Libby, and Aurel considers herself "very fortunate indeed" to be associated with two such unusually able and fine people.

And what of her personal life? That, too, has been amazingly full. She married, during the depression years, Captain A. J. Weber, U. S. Army, Retired, and because of his poor health following a war injury, they settled in the country, on a chicken ranch at Shellville, near Sonoma. To keep up her work, Aurel lived in town during the week, and went home for weekends. Being a country girl, she appreciated to the full those weekends with her husband, when they could enjoy together their horses, dogs and occasional sailing, which Captain Weber loved.

### CONTINUED PROGRESS

She continued her progress with the Better Business Bureau, and also found time for writing, successfully producing magazine articles on a variety of subjects. Captain Weber, who had given unstintingly of his limited strength to local war boards, died in 1946. When her father died soon after, Aurel gave up the ranch for a home in Novato.

She lives there now, in a delightful old-fashioned cottage with (Continued on next page)



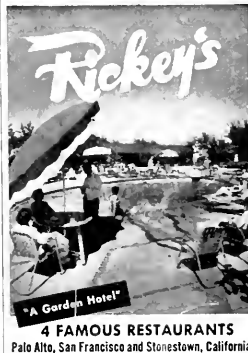
A WOMAN OF DISTINCTION

There followed three years of strenuous, country school teaching. But she kept remembering what her old friend, Ed Howe, the noted "Sage of Potato Hill," had once said to her: "Little girl, never give up your journalism."

The reportorial urge, together with her warm interest in people

her arrival in California, in 1931, and she has been serving the interests of this fine organization ever since.

The idea of Better Business Bureaus started in the Middle West some forty years ago by a small group of interested business men who foresaw the need of an "un-



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## Aurel Piersec, Woman of Distinction

(Continued from Page 15)

a peaked roof. It's country life still, but her increasing responsibilities in the business world, and all her other interests, leave her little time for domesticity. She admits frankly that she doesn't care for housework or gardening. But she does enjoy a good neighbor, she takes a lively interest in local politics, and keeps fully abreast of larger issues through her wide reading of newspapers and magazines. No personal tragedies have dimmed her zest for living, and she brings this to all the activities that fill her busy days.

She enjoys the theatre, especially comedy and light opera, and an occasional symphony. University Extension courses keep her up to the minute in writing techniques, and she is completing a book, "Commuters' Bus," part fiction, but based mainly on her unusual experiences during the war years. She likes to play cards, "if people don't take it too seriously," and she has a air for fortune-telling. She looks forward to travelling,

which she has not as yet had time to do.

Tall, slender, grey-haired and distinguished in appearance, Aurel Piersec would stand out in any group. But what one remembers longest are the sparkle in her dark eyes, the warmth of her smile, and the friendly, natural manner which puts people at ease at once. What wins others further, and completely, is her genuine interest in them. She confesses to a taste for plain, expensive clothes, "probably," she says, "because I'm not fitted for the frills that other people wear!" But she likes to top her classic suits with gay, chic, small hats—not "freak," as she deprecatingly calls them—which reveal still another facet of a most interesting personality.

Altogether, she is a lady of great individuality and charm, of rare attainments, and the capacity to achieve still more—truly a notable addition to the Record's select company of "women of distinction."



FORTY-EIGHT FIRST GRADERS FROM THE JEAN PARKER toured San Francisco this week visiting the Zoo, Coit Tower, Mission Dolores, Fisherman's Wharf, the Aquarium and Muir Woods. Sponsored by the Board of Education, 37,000 public school students annually visit historic and other points of interest via The Gray Line whose lecturer drivers work with the school teachers in instructing the children. (Left to right) in this photo: Gray Line Driver Frank Serpa, Lanette Lee and Miss Eleanor van der Zee, daughter of Superior Court Judge Herman A. van der Zee, an instructor at Jean Parker School.

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## S. F. Camp Mather Reservations

Reservations for Camp Mather are still being taken by the Recreation and Park Department although space at the popular City-

There are still many openings during the period June 16 through June 30 and from August 25 through September 1 as well as a limited number of openings during the mid-summer period, Funke said. The camp season extends from June 16 to September 1.

Office hours for reservations at McLaren Lodge, Golden Gate Park, Fell and Stanyan Streets are from 9 a.m. to 5 p.m., Mondays through Fridays.

A registration fee of \$1.00 per adult and 50 cents per child is payable at the time reservations are made, and is not refundable. It is necessary to make reservations in person.

Daily rates at Camp Mather, including three meals, are: \$5.50 for adults 18 years and up; \$3.50 for children 10 through 17 years; \$1.50 for children three through nine years; under three, no charge.



MAX G. FUNKE  
General Manager  
S. F. Recreation & Park Dept.

operated family summer camp in the High Sierra is rapidly disappearing, according to Max G. Funke, General Manager of the Recreation and Park Department.

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## SOUTHERN PACIFIC EXPANDS SUCCESSFUL 10-YEAR TRAINING PROGRAM TO INCLUDE NEW CLASSES IN FREIGHT-PASSENGER TRAFFIC DEPT. ORIENTATION

By Record Staff Writer

**S**OUTHERN PACIFIC HAS JUST COMPLETED its tenth year of a steadily expanding program of training for officers, supervisors and employees to improve their effectiveness. Various features of the program are believed to be unique in the railroad industry.

Most recent additions to the program are the orientation classes of the railroad's Freight and Passenger Traffic Departments. Here,

three groups of about 20 employees each meet twice weekly. Each course lasts eight weeks, during which students are given background instruction in railroad geography, telephone techniques, tracing, IBM machines, and many other subjects. Objectives of the course are (1) to induct new employees properly into the SP organization; (2) to prepare them to perform more effectively in their present capacity; and (3) to develop a trained management replacement team.

Other courses currently being conducted in the new classroom deal with perishable freight claims, business speech, letter writing, salesmanship, and passenger traffic.

A training committee has recently been formed to determine future class plans and to decide what future needs will be. Similarly, other departments of the railroad are providing employees with technical training.

Longest established part of the Company's program in officer and (Continued on next page)

## S. P. EXPANDS TRAINING PROGRAM

**CAMPUS ON RAILS**—This air-conditioned railroad car has been fitted by Southern Pacific with a conference table, comfortable chairs, blackboard, tape recorder and motion-picture projector as well as many other classroom aids to help with instruction of company personnel.

Top, Right: **SEMINAR-TYPE GROUPS** constitute the majority of the conferences held in the Southern Pacific's "Campus on Rails" car, which covers the entire area served by the railroad. The program is currently concentrating on officers and supervisory personnel.

Above, Left: **EDUCATIONAL CONFERENCE**—Small groups meet in comfort in Southern Pacific's "Campus on Rails" car, which is the main center of training for human relations on the railroad.

**TECHNICAL TRAINING IS ALSO OFFERED** to operating personnel of the Southern Pacific. Here an instructor covers technical aspects of pressure and other factors in locomotive lubrication in this specially outfitted instruction cars.

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## SOUTHERN PACIFIC TRAINING PROGRAM

(Continued from Page 17)

supervisory training is the human relations course, conducted all over the railroad. Almost as long established is the practice of sending selected people to management courses at colleges and universities. For the last six years, Southern Pacific representatives have been regularly enrolled in advanced management courses at Harvard, Stanford and the University of Houston—and early this year, Southern Pacific announced a substantial expansion of the college program whereby a greatly increased number of SP people will receive training at other colleges and universities at various points along the Southern Pacific system.

Beyond this, the railroad has long been enrolling a considerable number of its people in special college seminars and short courses—

and has been encouraging participation in regular correspondence

material out of the realm of theory and to focus on practical day-to-day applications.

Conferences are conducted largely in Southern Pacific's special



MAN WITH THE POINTER is John Dettor, supervisors of training and development for the Freight and Passenger Traffic-Public Relations departments. Standing behind him is A. G. Parker, assistant to the vice president of System freight traffic who is observing instruction techniques in the company's new orientation classes. Students (seated left to right) are William Baker, rate quotation clerk for the district freight department; Lowell Lindley, rate clerk for Pacific Motor Trucking; and Richard Kampa, file clerk for the railroad's Divisions Bureau. (Southern Pacific Photo)

and extension courses offered by educational institutions.

Purpose behind all these activities has been to help develop those Southern Pacific employees who have demonstrated a real interest in making a career with the railroad—and who have shown ability in their present jobs as well as potential for greater responsibility so that an adequate pool of candidates may be assured from which to select future officers. At the same time, the program has proved effective in increasing performance of participants in present jobs, in improving teamwork throughout the company and in stimulating the kind of leadership on the part of officers and supervisors which builds employee morale and efficiency.

The human-relations training conferences are conducted by professional conference leaders on a schedule which brings this training to officers and supervisors of all departments about once each year on a continuing basis.

At the start of the human-relations program, the conferences were principally devoted to discussion of psychological principles for dealing successfully with employees, other officers and supervisors as well as the public. More and more, however, once the basic principles were generally understood, it became possible to take conference

'campus-on-wheels' training car, which is air-conditioned and fitted with conference table, comfortable chairs, blackboard, tape recorder and motion-picture projector. Size of each conference group is held to approximately 20 officers and supervisors, who ordinarily meet six hours per days for three successive days each year.

### YOUNGER EMPLOYEES

Under the college-training plan younger people who have demonstrated both ability and interest in the company—but who have had little or no college training—are selected to attend one semester at a college or university located in the vicinity of their homes. Presently enrolled as regular students in eight cooperating colleges are 31 Southern Pacific people. The company plans to increase both the number of enrollees and participating colleges and universities as additional experience with the program is gained.

Another phase of the plan calls for as much as one year of college, where the individual has already made substantial progress toward earning a degree. For a somewhat higher level of middle management people, a one-month college course will give specialized training in the problems of transportation management. The railroad is paying the full expenses of the men and is continuing their salaries during the time they attend college.

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## GLENDALE COLLEAGUE PRAISES MALONEY

Despite the fact that Assemblyman Thomas A. Maloney did not support him in his fight for the Speakership of the Assembly at the 1955 session of the California



HON THOMAS A. MALONEY  
Assemblyman  
Twentieth District

Legislature. Assemblyman H. Allen Smith, of Glendale, regards Maloney as one of the real leaders of the lower house.

This fact was attested to by a letter received by Assemblyman Maloney from his colleague in which Smith said:

"It is always a pleasure to work with you and as I told you personally, you are certainly one of the greatest men the Legislature has ever had."

This unsolicited tribute is an example of the high standing Assem-

bliman Maloney has with his fellow legislators and is one of the reasons why the veteran Assemblyman has won wide support in his campaign for re-election. Janice Silberstein, insurance executive and vice chairman of Maloney's campaign committee, said yesterday.

## S. F. APPROVES RECORD BUDGET

The San Francisco Board of Supervisors has approved a record high budget of \$202,710,897 for the fiscal year 1956-57.

Up \$5,398,723 over current spending, it appeared likely an increase in the present tax rate of \$7.02 per \$10 assessed valuation would come later.

The budget adopted by the Board does not represent all the money San Francisco will spend next year.

Not included is \$1,700,000 in pay raises for teachers voted by the Board of Education. Nor does it include expected pay raises for policemen, firemen, crafts workers and Municipal Railway carmen.

## HISTORICAL SOCIETY BUYS A NEW HOME

The California Historical Society has purchased a 60-year-old Pacific Heights mansion as its first permanent home for display of its extensive collection of Californiana.

The Society' present headquarters are in the Flood Building and most of its priceless collection of documents and exhibits relating to early California history have been in storage.

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# RICHARD MILHOUS NIXON

## Vice President of the United States

By WILLIAM FLYNN, JOSEPH F. DINEEN, JR.,  
AND JOHN HARRIS

IN FIVE PARTS — PART FOUR

Nixon was indoctrinated at the Naval Training School at Quonset Point, R. I. While he was on duty there training to be an aviation officer there was another young man at the same school, William F. Rogers, now Deputy Attorney General. They were to become close friends and allies in later political life.

Rogers was to serve as Nixon's advisor in the Hiss case, in Nixon's Vice Presidential campaign and during the controversy about Nixon's expense fund.

There are interesting parallels in the lives of these two intimate friends.

### BOOTH SAME AGE

They are both the same age. Both come from poor families. Working their way through school, both got scholarships. Both are members of the Order of Coif. Both were in the Navy at the same time. Both worked on Capitol Hill at the same time and both were for Ike.

Their families are good friends, take trips together. They have played golf together. Rogers recalls that once, while they were playing golf at White Sulphur Springs, the old caddy expressed a liking for Nixon's brown sport shirt. Before they left Nixon gave the shirt to the old caddy.

On the night President Eisenhower was stricken with a heart attack, Nixon stayed overnight at Rogers' home in Bethesda, Md., so that he could attend to official business and have a haven away from his own home at Spring Valley, northwest Washington — two miles from Rogers' home — which was being besieged by callers.

\* \* \*

(EDITOR'S NOTE: Richard Nixon was an aide to the executive officer of the Naval Reserve Aviation Base at Ottumwa, Iowa, from October, 1942, to May, 1943. He then reported to the commander of the Pacific Fleet and spent 15 months as an operations officer with the South Pacific Combat Air Transport Command at Guadalcanal, at Bougainville, and the Green Islands.

A fellow officer was Lieutenant Edward J. McCaffrey, postmaster at Concord, Mass., since 1951. He gives this picture of the Vice President at war.)

If you saw Henry Fonda in "Mister Roberts" you know how Lieut. Dick Nixon looked the first time I met him on a coral atoll a few miles off Bougainville in 1943. He was a Navy orphan, officer-in-charge of a unit without precedent but with a mission.

To understand a little something of "Nick" and his work as a



RICHARD MILHOUS NIXON  
Vice President of the  
United States

Naval officer, you will have to recall the war days of 1943.

The Navy's personnel training program had far outstripped the construction program and the carrier-based units, flight, operations and supply, had no ships ready for them and their services. To relieve this situation, the Brass came up with the idea of using the islands of the South Pacific as "unsinkable carriers."

The reconquest was under way with the Philippines as its ultimate objective; American power was beginning to assert itself after having survived a dozen near-fatal blows by the Japanese; Halsey was assembling a vast armada of fighting ships and new air squadrons, Navy and Marine, were finishing their operational training.

### OPERATION FOLLOWED

The operation followed the same general pattern. The Marines landed, pushed the Japanese to one end of an island and went about the business of extermination while the Seabees bulldozed a jungle airstrip a mile or two away.

While the Seabees bulldozed a jungle airstrip, the C.A.S.U. came ashore and set up shop for the maintenance of the carrier-type

aircraft. A self-sufficient unit, the C.A.S.U. performed all of the services that ordinarily a squadron would find aboard a major carrier.

No sooner would the Seabees complete the fighter strip than they would begin enlarging it for the DC-3's which brought in the supplies and replacements and evacuated the sick and wounded.

N.A.T.S. (Naval Air Transport Service) had a smooth running operation from the West Coast to Australia and New Zealand, via Hawaii and the lesser islands to the south. Four-engined transports were plying regularly over this route which used Palmyra, Canton, Guadalcanal, Espiritu Santos and Noumea as stops on the run to New Zealand and Australia.

### FEEDER SYSTEM

To supply the main air transport line, a feeder system had to be established from the smaller islands as they fell into American hands. That was Nick's job.

Nick, a full Lieutenant, and a J.G. named Jim Stewart (a New Yorker who graduated from Middesex School in Concord) and a dozen enlisted men, radio operators and flight operations rates, would be given transportation to an island completely and absolutely unequipped except for a few hand tools. Left to their own resources, they were expected to establish a makeshift base for the DC-3's in a matter of days. And—they did just that.

How they did it, I'll never know, though I saw them operate on several different islands over a period of months.

### NEEDED MATERIAL

To set up their operation, Nick's outfit needed material and most basic building supplies were precious. Some of the stuff they procured was "liberated," but most of it Nick wangled out of units better equipped than his.

He was a trader by nature and a salesman par excellence. A single sheet of plywood would set in motion for him a chain reaction of swaps that in a couple of days would have his unit housed and operating.

Nick's outfit had no housekeeping facilities but would attach themselves to any nearby unit that would have them. There they would chow. Because we traveled with complete mess facilities Nick was brought into our circle by Jim Udall, a Los Angeles realtor with whom he had traveled to Espiritu Santos by ship.

For months through the operations at the Treasury Islands and later at Green Island, Nick spent most of his off-duty time with Udall, Nellie Coombs, now of Cleveland, and myself. For one (Continued on next page)

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stretch he moved his gear into our tent and we lived together.

In such proximity you feel that you get to know a fellow pretty well.

Nick was a worker. He was tireless. But when he spoke he made an awful lot of sense. He had no more rank than most of us—he was of our age, generally speaking, but he commanded great respect from the guys with whom he came in contact.

When things got a bit hectic he never lost his head. No matter how badly things got fouled up, Nick got his part of the operation straightened out and he did it without a lot of hullabaloo.

#### RELIGIOUS PERSON

Nick is a truly religious person. He is of Quaker stock and when four of us were together four different religions were represented. Jim Udall was brought up as a Christian Scientist, Nellie Coombs is Jewish and I'm a Catholic. Not once in those months in 1943, and 1944, even when nerves were a little raw, did we get involved in a discussion of religion.

On the eve of the 1952 election, Nick and I got together at Logan Airport for a gab session. He had just come from the Garden and the monster rally which followed his televised appearance with President Eisenhower. He appeared awfully tired and, as we parted, I wished him luck the following day. His parting words were, "Ed, say a prayer that if I am elected tomorrow, I'll do a good job."

"Nick" never lost his temper—and never lost at poker—during his service in World War II.

"Believe me, this made Dick an exception," recalls Lester Wroble, 41, a wartime buddy of Nixon's and today vice president of Rich-Kraft, a building materials firm in Chicago.

#### SOUTH PACIFIC

He and Nixon spent six months together in the South Pacific. "We shared a cabin with eight other officers on the President Monroe bound for New Caledonia," says Wroble. "The cabin was built for one person—soon we were squabbling."

"But Nixon would sit back, listen, and then speak three words: 'Settle down, boys!'"

"They worked like magic," Wroble says. "Nix had that quiet quality that cuts through and clears the smoke."

According to Wroble, Nixon would play poker for hours, his face like a rock and his hands glued to the cards.

"There are one hundred Navy officers who will tell you that Nix never lost a cent at poker," Wroble says.

Wroble said there was quite a bit of drinking among officers at the base, but Nixon merely sipped beer.

"Later he would help put the drinkers to bed," he added.

Wroble says Nixon shared everything he had — food, liquor and money. "And I never saw an enlisted man who didn't like Dick," he said.

Nixon opened the "only American hamburger stand in the South Pacific," Wroble says. "Dick was commander of the Naval Air Transport Unit on Green Island after the Allies seized the island in nineteen hundred and forty-four."

"The little snack stand served hamburgers and fruit juice—free—to tired fliers and transient Navy men."

"Nixon obtained the food from Navy supply depots on the other side of the island."

Wroble says Nixon seldom talked about his wife, Pat, during the war years.

"But I've seen him sitting quietly in a Quonset hut, writing letters to her, running a hand through his hair as if reaching for a thought," he said.

"Nixon was so quiet—such a listener—I thought he was much older than thirty-one," Wroble says.

Nixon was never in combat, as far as Wroble can remember. "He was a good, solid administrative officer," he said.

"He ran that air station like it was a law office or a grocery store—smooth and businesslike."

Then grinning, Wroble adds:

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"But we knew who was boss—even during poker games," McCaffery concludes his report.

After the war was over in the Pacific, Lieut. Commander Nixon was transferred back to the States, as were a good many other lawyers in the service. They were put to work on figuring out what to do with all the war materials and contracts which had been piling up.

Nixon was assigned to a Baltimore group which was negotiating airplane contracts and the Nixons lived in relative obscurity until a fateful telephone call in 1945.

The time was the autumn of the year. The call originated in Whittier, Nixon's home town.

It was inspired by a frantic search by a group of Republicans to find a candidate for the 12th California Congressional district election that was just around the corner. These Republicans were desperate to beat the long-time Democratic incumbent, Jerry Voorhis.

#### VOORHIS KNOCKING

Voorhis had been knocking off their candidates with the regularity of the Yankees beating the Dodgers in the old days. And the Republicans were almost as frustrated as the fans of Brooklyn, a rather deplorable state for humans to be charitable about it.

The Whittier Republicans knew they needed, like the Dodgers, the right men and a lot of luck. They realized they couldn't beat somebody with nobody.

Their basic trouble was they had nobody to run.

The late Herman Perry, vice president of the Bank of America, the largest savings bank in the world with more than \$8 billion in assets and more vice presidents than any other corporation, re-

membered "that young man, Dick Nixon."

Perry had heard of him once or twice.

The banker-civil leader of Whittier looked up Tim Bewley, Richard Nixon's former law partner.

"Where is Nixon now?" Perry inquired.

"I don't know but I can find out," Bewley replied.

#### HAD TELEPHONED

"He telephoned Donald Nixon who had remained in Whittier during the war. Bewley obtained Richard Nixon's telephone number in Baltimore."

"We called Dick," Bewley relates, "and asked him if he would be interested in running for Congress."

There are some published reports that before they asked the question they inquired whether Richard Nixon was a Republican.

According to these reports, Richard Nixon replied:

"Well, I voted for Dewey in 1944."

That was good enough for the Republican elders of Whittier.

However, this dialogue may be part of the building Nixon legend.

If he had voted for Dewey in 1944, Richard Nixon was a registered voter at that time. But the records of the Registrar of Voters in Los Angeles fail to reveal such an active registration. It is doubtful that had he been registered it would have been from another town.

#### ANSWERED INQUIRY

At any rate, Richard Nixon, then a lieutenant commander, answered the inquiry from Perry in a manner that aroused interest in him as the white hope of the Republic. (Continued on next page)

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licans of the 12th Congressional District.

But Richard Nixon was not merely answering "yes."

He asked for some information. He suggested the candidate scouts send him a letter reporting the feeling of the district, who were considered potential candidates, and details of the issues that would spark the campaign. It appeared he was a bit out of touch with the old home town.

#### RECEIVED REPORT

He received the report. He read it. He called back. He was interested.

It was suggested by his mentors that he fly to Whittier to be interviewed by the Republican organization's fact-finding committee that was giving an assist to California's direct primary law by interviewing candidates so the obvious also rans could be winnowed out.

Richard Nixon was willing to be interviewed. There was only one problem.

He didn't have the money to make a trip to Whittier.

"We raised the money (about \$300), wired it to Dick and he flew out," Bewley relates.

Then—and only then—was the much discussed advertisement pointing to the need for Republican candidates for the 12th District election published.

"That story that Dick got to run for Congress because he noticed a 'help wanted' advertisement and answered it, simply is not true," Bewley insists.

#### PUBLISHED NOTICE

"After we had our talk with him, we published a notice that all candidates were invited to appear before the fact-finding committee at the William Penn Hotel.

"We advised one and all they would be considered by the 160 members of the committee."

Three other candidates appeared for the audition.

Richard Nixon won the endorsement.

It was voted by the 77 men and women of the Republican fact-finding committee who bothered to turn out for the meeting on November 29, 1945.

The margin of the future Vice President's victory was five to one.

"He won the endorsement because the committee members thought he had the best personality, the dignity, and was the most serious about government," Bewley says.

Nixon returned East, was demobbed from the Navy.

He returned to Whittier to formally open his campaign as a Republican Congressional candidate on February 12, 1946. His formal announcement as reported in news-

papers was illustrated with a picture of him in uniform—stern, dignified, serious.

The photographic negative also had recorded just a faint hint of boyish charm.

Richard Nixon's effort to unseat a veteran and successful Democrat soon took on the aspect of a crusade.

He was his own campaign manager. He decided the aggressive attack was the best tactic. He denounced Voorhis' record, one which followed the course set by the political philosophy of the New Deal.

Technically, the campaign was an amateur operation. No paid professionals were active.

Officially, Harrison McCall, a local businessman was campaign manager. But he couldn't afford to spend much time on the job.



RICHARD MILHOUS NIXON  
As an officer of the U. S. Navy  
during World War II

As for political know-how by the earnest, sincere, well-meaning but usually ineffective committee members, they were the same Republicans who had given their best, time after time and lost.

The difference was the aggressive, serious determination of Richard Nixon to win.

But he was handicapped by finances.

Bewley and other members of the original Nixon group like to remember that what money they did receive came in \$1 and \$5 donations from residents of the district, almost equally divided between Republicans and Democrats by registration and party affiliation.

Kyle Palmer, political editor of the Los Angeles Times, says the district is made up of the "silks-tocking element, skilled and unskilled workers, also farmers, orchardists, clerks, bankers, industrialists and professional men and women."

Nixon's opponent, Jerry Voorhis, was a five-term veteran of the House. He was an old pro at campaigning.

But, like Middleweight Carl

"Bobo" Olson against Archie Moore, he made the mistake of zigging when he should have zagged in running against Richard Nixon, the challenger. Nixon clipped him with a series of face-to-face debates.

The future Vice President did not even permit the fact of parenthood to distract him. His first daughter, Patricia, to be called "Tricia," was born in February of 1946.

Three weeks after the child's birth, Mrs. Nixon left the infant with her mother-in-law and began serious campaigning with her husband.

Richard Nixon campaigned for a time in his Navy blues.

#### OBTAINED SUIT

Eventually he obtained a grey suit. He sold it the day the blue double-breasted number arrived. Proceeds from the used clothes sale also were donated to the campaign fund.

The June primary was just a warm-up for Nixon—and Voorhis.

Voorhis had been accustomed to winning election in the primaries. But Nixon topped him for the Republican nomination. Voorhis won his Democratic party nomination.

When the experts considered the votes cast for the two candidates, they decided that Richard Nixon was doomed to defeat the following November. Voorhis had a total vote of more than 7,000 over the contender.

Richard Nixon was not discouraged. His supporters were.

"Voorhis looked impossible to beat," Nixon recalls. "He was intelligent, experienced, came from a well-known family."

Richard Nixon, nevertheless, thought he could win.

"I'm a pessimist, but if I figure I've got a chance, I'll fight for it," he said.

Richard Nixon went into the general election campaign, firing forensic barrages at every opportunity.

#### CLEAR ADMISSION

He declared that "the belated lifting of price controls on meat by President Truman is a clear admission by the Administration and its supporters like Jerry Voorhis that controlled economy is a failure."

He favored what he called "equitable rent controls at the state and local levels."

In Northern California, Harry Bridges, the waterfront labor lead-

er who outlasted 19 years of effort by the Federal Government to deport him to his native Australia for alleged Communist activity, chose to observe that labor might be forced to tie up some sugar supplies unless demands were met.

Richard Nixon, although his district was only remotely concerned with Bridges and the issues of the sugar negotiations involved, announced:

"The time is at hand in this country when no labor leader or no management leader should have the power to deny the American people any of the necessities of life."

Never for a moment did Nixon let his auditors forget that Voorhis once had been a registered Socialist in his youth.

The future Congressman also branded Voorhis with advocating public ownership, supporting co-operatives, and never let him forget the CIO endorsement.

Two months before the election the political pundit of the conservative Los Angeles Times, which had given only passing attention to his primary campaign, suddenly discovered Nixon was "making progress."

#### NIXON PERSONALITY

The interjection of the Nixon personality and mannerisms into what had always been a placid, routine campaign, touched off violent emotions.

During his five face-to-face debates with Voorhis, members of the audience were almost as active as the speakers. Both sides loosed volleys of boos, inspired by violent partisanship.

Nixon's wife, Patricia Thelma, and his secretary, Mrs. Dorn, followed every speech, every debate between the candidates—and the members of the audience.

With their stenographers' skill, they recorded the questions and answers.

Mrs. Dorn was amazed by the fact that Richard Nixon would repeat verbatim a long question asked of him before he answered it.

"How do you do it, Dick?" she asked:

"I don't know," he replied, "But I have to do it."

"Why?"

"I have to have time to think of my answer," he said.

Despite the vigor of his campaign against the rapidly fading opponent, Richard Nixon was disappointed the day of the election.

(Continued on next page)

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"I think that was the worst day he spent in his whole life," Mrs. Dorn says. "He was moody. He was restless."

His victory margin over Voorhis was 15,592 votes.

Richard Milhous Nixon, in 1946, was only 33 when he won his Congressional seat. On his first election he was faced with the three problems confronting all newcomers to Congress:

1. Where to live in Washington?
2. What office would he get on Capitol Hill?
3. Which committee assignments would he draw?

His 1942 residence in Washington already had disposed both himself and his wife favorably toward living in Alexandria, Va.

Office and committee assignments could await Nixon's arrival in Washington, but a home he must have immediately. Roughly two miles from the Beverley Park Gardens where Nixon lived as a young OPA lawyer is the spacious development called Parkfairfax where a number of Congressmen live.

#### NIXONS MOVED

It was April 1, 1947, when the Nixons, with their one-year-old child, Patricia, moved into Building 713 at 3538 Gunston Road. They had two bedrooms and a bath on the second floor; a living room, dining alcove and kitchenette on the first floor. The rent was \$81 a month.

The building manager, whose office is at the top of Gunston road, said:

"They were fine tenants. He was an attractive young man, affable, not in any way demanding. They were nice simple-living people. I remember the radio people came there once for an interview and broadcast from his living room.

"Nixon slipped once on the ice and hurt his arm. He never said anything to the management about it."

The only persons living in the building now, who lived there when the Nixons were there, are the Leggetts in the first apartment at the end nearest Gunston road. Mrs. John Leggett remembers the Nixons as congenial neighbors.

"We're still friends," said Mrs. Leggett, "Patricia comes to see us. Our children played together."

#### WORKED HARD

"He worked awful hard, was gone much of the time—would come home late from work.

"Julie was born here. She'd be out in a playpen in the courtyard, bonnet and overalls, a darling.

"Patricia would stop by and have coffee. She was a hard worker, too.

"Now and then he'd take the children over to the drugstore for ice cream. My boy Johnny has a

big wagon and Nixon would pull the youngsters in it.

"On Sundays he'd take the kids for a walk, or take all the kids for a picnic. They'd go down the highway, stop somewhere and have a picnic at the side of the road. We all liked him a lot.

"Patricia Nixon did her own shopping—over at the Giant. She didn't have any help, did all her own work. She's come down to the laundry room to put the washing in the machine.

#### PAT ON TRIP

"When Pat was going on a trip last year, she came over with the children. She sewed all the time, made her own dresses. She was busy and worked like all of us.

"We all felt he'd get there," said Mrs. Leggett suddenly. "They both had a lot and were so good at heart. When he'd come home the children would run to him and he'd kiss them and walk up the walk with them."

In 1950, when Nixon was elected to the Senate after only two terms in the House, he felt he needed a larger apartment—one of the three-bedroom ones—which have a larger living room for entertaining guests. So many of the Parkfairfax tenants want to get these larger apartments there is something of a priority list. Those with three children get first choice.

The priority list did not move fast, so the Nixons, although eager to stay at Parkfairfax, began looking around for a house. On July 15, 1951, they bid farewell to their neighbors—who were later invited to tea at the new Nixon house—and moved to their present dwelling at 4801 Tilden Street, Spring Valley, a fashionable section in northwest Washington. The house has three bedrooms.

THE CONCLUDING INSTALLMENT OF THE RICHARD NIXON STORY WILL APPEAR IN THE JUNE ISSUE OF THE CITY-COUNTY RECORD.

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## IT'S TIME FOR A CHANGE!

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# EBERT

## Assemblyman

19th District

Business Man

Civic Leader



"Bill" Ebert will be an intelligent, fair and aggressive representative for all the people of the 19th District and for San Francisco. We NEED "Bill" Ebert in the State Legislature. Our District DESERVES and MUST HAVE better representation.

Be Sure and Vote — Tues., June 5, Primary Election

## Re-Elect Congressman William S.

# MAILLIARD

Primary Election

Tues., June 5, 1956



During his two terms in office he has proven himself capable and hard working — described by colleagues as one of the ablest representatives in the House.

Congressman Mailliard is endorsed by: The Civic League of Improvement Clubs, Columbus Civic Club, Citizens Political Advisory Board, Chinese-American Cit-

izens Alliance, California Grocers Association, Automotive Maintenance and Garage Association, Italian Federated Societies, Lafayette Club, Lawyers' Club, Pro-America, Retail Tobacco Dealers Association, San Francisco CIO Council, San Francisco Council of Republican Women, San Francisco Republican Assembly, San Francisco Republican County Central Committee, Steuben Society, James Lick Unit No. 79.

HE HAS PROVEN HIS WORTH!



PHOTOGRAPH SHOWS LATE SHERIFF AS CAMPAIGNER

The recent death of Dan Gallagher, Sheriff of San Francisco, was a severe blow to the cause of good government. Our June issue, dedicated to the office of Sheriff of San Francisco, will devote space to the career of this outstanding citizen, whose death Mayor Christopher stated "Brought grief to all San Francisco."

The above photo, rather a rare print, was taken 30 years ago, with Gallagher, seated, acting as S. F. Manager for the second campaign of Franklin Delano Roosevelt. Gallagher was 27 years old at the time.

Shown also in the photo are (left) J. Edwin Matton, now secretary of the Board of Permit Appeals, and Joseph Bender, well known publicist and ardent Democrat.

## THOMAS ROLPH'S PASSING GREAT LOSS TO ALL

Thomas Rolph, former San Francisco Congressman and a brother of the late Governor James Rolph Jr., died May 70, following a brief illness. He was 71.

He was the father of Supervisor Henry R. Rolph.

Mr. Rolph contracted pneumonia when he returned recently from

the Fourth District in 1940, defeating the Democratic incumbent, Representative Franck Havenner.

Mr. Rolph was re-elected in 1942 and played an important role in formulating legislation affecting the course of World War II.

He ran again in 1944 but was defeated by his old political rival, Havenner, by 215 votes.

Mr. Rolph's only other political activity was that of serving as president of the San Francisco Board of Public Library Trustees under the late Mayor Angelo Rossi.

### ACTIVE CAREER

He was active throughout his career, however, in civic affairs and served at various times as a director of the Red Cross, Community Chest and the Boy Scouts.

Mr. Rolph was born in the Mission district, Jan. 17, 1885, and attended the Horace Mann School and Mission High School.

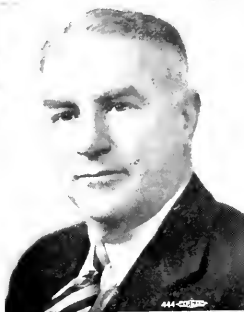
Instead of going to college he went to work with the Williams' Diamond Co., and later the California & Hawaiian Sugar Refining Corp., and the Pacific Rolling Mill Co.

### CLUB MEMBERSHIPS

He was a member of the Pacific Union Club, a past president of the Rotary Club of San Francisco, and an officer of the Park-Presidio and Civic Club.

Mr. Rolph was also a past master of California Lodge No. 1, F. & A. M.

In addition to Supervisor Rolph, survivors include his wife, Mary Bates Rolph; a daughter, Catherine Jane Rolph Metcalf; two sisters, Mrs. Joseph Moore and Elizabeth Rolph, and a brother, Ronald Rolph.



THOMAS ROLPH

a business trip in the East. Death came to him at his home at 152-28th Avenue.

At the time of his death, Mr. Rolph was president of Rolph-Mills Company, a manufacturer's agency which he founded in 1912.

### ELECTED IN 1940

He was elected to Congress from

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## S. F. Chamber's World Trade Promotion

(Continued from Page 8)

21 specific objectives which right now are receiving the bulk of the Chamber's attention:

1. Selling the facilities of the Port and International Airport.
2. Bringing new world trade opportunities to manufacturers and producers of northern California.
3. Urging greater Foreign Trade Zone use.
4. Working with manufacturers to expand existing plants and locate new factories in San Francisco, particularly in such fields as electronics, chemicals, rubber and jet propulsion.
5. Stimulating and manufacture of new products keyed to materials and services readily available in the area.
6. Encouraging maximum use of San Francisco private and naval shipyards.
7. Promoting San Francisco as an outstanding retail shopping center.
8. Distributing promotional literature on San Francisco as a resource and business center.
9. Cementing trade relationships through organized visits of

businessmen to and from San Francisco's marketing areas.

10. Staging tourist promotion conferences to develop means of building tourist trade.
11. Urging chain and department stores to purchase more goods from local sources.
12. Promoting sound development of Bay Area Rapid Transit and better local transit facilities.
13. Completing city-wide freeway system through presentation of needs to Highway Commission.
14. Insisting on proper street and traffic management program to ease congestion and obtain additional off-street parking.
15. Completing plans for, and construction of, new and efficient wholesale produce terminal at South Basin, and redevelopment of old produce area near the financial district.
16. Supporting rebuilding of Market Street area and modernization of lower Market Street.
17. Enlisting support for new tideland reclamation district and additional industrial developments.
18. Building the City's reputation

and facilities as a headquarters for business, finance, insurance, professional and governmental services.

19. Representing business viewpoints before federal, state and local agencies and legislative bodies.
20. Attracting visitors and customers to San Francisco.
21. Publicizing the City through all regular media.

These are the achievements being sought by the San Francisco Chamber of Commerce. "San Francisco and all of the areas for which it is the heart and hub will continue to prosper," said Mr. Little-

field recently. "If the planing, development and service agencies stay 'ahead of the future' in their activities, This the Chamber is prepared to do.

"Among other things, the San Francisco Chamber proposes to make San Francisco progress through Recentralization and the continued fulfillment of its functions as the service center for one of the world's most dynamic regions."

Mr. Littlefield pointed out that these attainments can be reached only through solid membership support of the Chamber.

## WORLD TRADE PROMOTION GOAL OF S.F. CHAMBER DEPARTMENT HEADED BY MANAGER JAMES P. WILSON

THE WORLD TRADE DEPARTMENT of the San Francisco Chamber of Commerce is guided by experts in the field of foreign trade promotion. James P. Wilson, engaged in American trade promotion activities abroad for the past twenty years as a commercial officer of the United States Government, recently succeeded Alvin C. Eichholz, who joined the United States Embassy in Ottawa, Canada, as commercial attache after eleven years with the Chamber and a long and distinguished career in the field.

As Department Manager, Wilson also became Secretary of the San Francisco Area World Trade Association, an affiliate of the Chamber.

### CHAMBER FORTUNATE

"The Chamber is extremely fortunate in obtaining the services of Mr. Wilson," G. L. Fox, Chamber General Manager declared recently. "He has had experience in world trade affairs in virtually every country with which we in San Francisco are concerned, and has traveled extensively in Europe, Asia, South America and Africa."

Wilson was born and educated in California, graduating from Pomona College. He also did graduate work at the American University School of Public Affairs, Washington, D. C.; the Universities of Berlin and Rome; and Harvard University Graduate School.

The former United States commercial officer entered business in 1935 and in 1937 commenced trade promotion activities with the United States Government. He is the author of a number of articles and



JAMES P. WILSON, Secty., Area World Trade Assn., S. F. Chamber Affiliate

reports on international affairs and world trade. He is a member of the Commonwealth Club and World Affairs Council of Northern California.

The goal of Wilson's World Trade Department of the Chamber is to promote expansion of two-way commerce for the Port of San Francisco through educational and service programs, distribute current commercial information on



BEAUTIFUL BRUNETTE JOAN BLACKMAN, Lincoln High student and one of eight finalists in the "Miss San Francisco" contest, sponsored by the San Francisco Junior Chamber of Commerce, gets an orchid from William "Bill" Ebert, 19th District candidate for the Assembly, who presided at a luncheon in the Lakeside Village Town House honoring the three contestants living in the district. Looking on approvingly, (left), is Mike King, past president of the Ocean Avenue Merchants Association.

San Francisco and its port facilities throughout the world, and encourage community-wide support of port improvement and progress.

The Department implements this program through a Committee structure. These Committees and their chairmen are: Appeals, Harry L. Evans, Pacific Marine Insurance Agency; Arbitration, C. H. Kroll, Atkins, Kroll and Company; School of World Business and Technical Advisory Committee, Olaf C. Hansen, Frazar & Hansen, Ltd.; and 1956 World Trade Week, Tom B. Coughran, Bank of America.

One of the primary activities of Wilson's Department is to alert the public to the importance of world

trade in San Francisco's economy and in the stability of international relationships, and to sponsor the annual observance of World Trade Week, part of the Golden Gate Trade and Maritime Festival.

The Department is particularly interested in fostering cooperation with the new World Trade Center to make it a success.

A few of many other departmental functions are to assist in promotion of the Port of San Francisco, encourage overseas business visits, cooperate in trade development with consular and commercial representatives of 51 nations, and publish the Chamber's "International Bulletin" which includes monthly World Trade Tips.

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# RETAIN ASSEMBLYMAN THOMAS A. MALONEY

20th DISTRICT

Primary Election, Tues., June 5



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Reclaiming 504 Acres of Land Under Water

**HAD APPROPRIATED**  
\$2,000,000 for Park or Parks

## Berliner, Del Carlo Head Assemblyman Ed Gaffney's Reelection Campaign

Veteran Assemblyman Edward M. Gaffney, seeking re-election from the Twenty-fourth District that he has served for fourteen years, has been endorsed for all major business, labor, and civic groups.

The endorsements include those by the Union Labor Party of the American Federation of Labor-Congress of Industrial Organizations, the Italian Federation, the Lafayette Club, and numerous business and civic groups.

"This impressive list of endorsements reflects the confidence the citizens of San Francisco have in the ability of Edward M. Gaffney

to fulfill the duties and responsibilities of a member of the legislature," said his campaign directors, Harold Berliner, business man, and Daniel F. Del Carlo, labor leader.

During his years in the legislature, Mr. Gaffney has worked successfully for the interests of the teacher, the veterans, the home owner and the small business man.

He also adopted a positive stand against discrimination and was one of the authors of the legislation that prohibits discrimination against an apprentice trainee because of his race creed and color.

Gaffney is the most experienced of the candidates seeking the Twenty-fourth Assembly District seat and with the serious problems requiring constructive consideration, objective observers had picked him as the ablest representative of

the district during the forthcoming sessions of the legislature.

## Elephant-Nosed Mormyrid Small Sized Big Named Novel Fish At Aquarium

One of the quiz-kids of the fish world showed up at Steinhart Aquarium the other day, a tiny fish called an elephant-nosed mormyrid.

At least the odd-looking little fish is said to have a brain which is larger in proportion to its size than any other fish. Whether it can use its big dome to any real advantage is another matter.

It was dumb enough to get caught and wind up in a tropical fish display tank.

The mormyrid is a curiosity aside from the fact that it is suspected of being an egg head. Only two and a half inches long, it has a king-size underlip which gives it a definite elephantine appearance. There also seems to be something amiss with the rest of its design.

Donald A. Simpson, who is in charge of Steinhart Aquarium's tropical fishes, says the mormyrid's fins look as though they had been stuck on from a do-it-yourself kit.

According to Simpson, the fish is quite rare. It comes from the Belgian Congo, and until recently

only a few had ever been brought into this country.

If you'd like to see the mormyrid look for it in one of the tanks for small tropical fishes. It's easy to spot. The little fish bustles and flutters around with the nervous energy of a hummingbird. Steinhart Aquarium is open every day of the year from 10 a.m. to 5 p.m.



*Elect*

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# Show Your Appreciation of A Job Well Done

# YES on D

## AT THE JUNE 5 PRIMARY

As an example of salaries paid elsewhere, Los Angeles pays its Councilmen \$600 a month or \$7200 a year; Chicago pays its Councilmen \$666.66 a month or \$8000 a year; Detroit \$1000 a month or \$12,000 a year. Other cities pay their Councilmen far more than San Francisco pays its Supervisors.

It will be noted that no comparison is made between San Francisco Supervisors' salaries and those paid Supervisors of other counties. This is a city-county; consequently, the activities of our Supervisors compare more with those of Councilmen. Supervisors in other counties command larger salaries than Councilmen. Vote Yes D.

In 1911, San Francisco had 18 Supervisors, with a total cost to the city of \$43,200 annually in salaries. Today, the legislative branch costs \$26,400 annually in salaries, a saving of 31 per cent. This is a condition that is advertised to the cities of the United States, the lowest salaries by far of any city of comparable size in the country.

There is no reason for the condition to last. All salaries have been raised during the past ten years; however, San Francisco voters have not rewarded their Supervisors with even a small increase such as is asked in the measure on the June 5 ballot. Correct this situation—Vote Yes D.

## Proposition D Adjusts Salaries to \$400 a Month

### The First Adjustment in 45 Years

#### COLLECTOR

(Continued from Page 10)

In cooperating with the Army and Navy Postal Service by unauthorized persons. This is a device by which certain free entry privileges, authorized for our servicemen only, could be used by persons not in the service to escape payment of lawful duty.

#### COOPERATED

He also worked in unison with the Federal Food and Drug Administration to prevent fifth laden "coffee sweeps" from being introduced in the local market for consumption. These sweeps are now exported or destroyed.

Those of us who have known Chester MacPhee through the years will recall his early work in conjunction with the Courts to prevent juvenile delinquency. One of the first judicial prevention programs was established by him. Now in his federal position he is just as interested as ever in this problem. One has but to read the daily papers to know how impor-

tant a factor is narcotics in producing juvenile delinquents.

It is in this field that Mr. MacPhee has concentrated great effort and attention. Enforcing the federal laws against the importation of dope, filthy literature, and other contraband, has been a matter of great concern to him. Handicapped as he is by lack of additional personnel, he has made the most of the tools at hand.

Hand picked men were given special training in enforcement work and assigned to "flying" squads in radio controlled patrol cars.

Members of the Coast Guard and Department of Agriculture Inspectors were trained in the searching of vessels and baggage. These men were sworn in as Auxiliary Customs Officers to aid in the battle against narcotics. Mr. MacPhee explained: "They work under the leadership and direction of our regular Customs officers and it does not cost us one penny, since they also inspect the vessels for compliance with their own regulations. Every one of these Auxiliary men

relieves a regular Customs man for re-assignment to other Customs work."

#### BEGINNING

This is only the beginning of his relentless battle against the dope traffic. Mr. MacPhee intends to leave no stone unturned. He spends endless hours of his own time bringing the sordid and sorry story of the evils of narcotics to the public. He speaks before clubs, civic groups and arranges radio and television broadcasts.

The results they are many. But they will never be good enough for Chester MacPhee until this evil is completely wiped out.

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**WHIT HENRY**

(Continued from Page 3)

flower, devil's food cake and ice cream.

So you see, we don't have to worry about our sailor boys losing weight.

\*\*\*\*

I HAVE OFTEN been asked if I know the "Girl With the Blue Velvet Band." I have heard it many times but never wrote it down nor memorized it. A friend of mine who learned it many years ago has furnished me with a copy of it which I pass on to you. I have no knowledge as to who wrote the original.

**The Girl With The Blue  
Velvet Band**

In that city of wit, wealth, and fashion,  
Good old Frisco, where I first saw the light;  
And the many frolics I had there  
Are still fresh in my memory tonight.

One evening while out for a ramble  
Here or there without thought or design

I chanced on a girl tall and slender  
At the corner of Kearny and Pine.

On her face was the first flush of nature  
And her bright eyes seemed to expand,  
While her hair fell in rich, brilliant masses  
Was entwined in a blue velvet band

To a house of gentle ruination  
She invited me with a sweet smile;  
She seemed so refined, gay and charming  
That I thought I would tarry a while.

She then shared with me a collection  
Of wines of an excellent brand,  
And conversed in polite language;  
The Girl With the Blue Velvet Band.

After lunch, to a well kept apartment,  
We repaired to the third floor above,  
And I thought myself truly in Heaven,  
Where reigneth the Goddess of Love.

Her lady's taste was resplendent,  
From the graceful arrangement of things;

From the pictures that stood on the bureau,  
To a little bronze Cupid with wings.

But what struck me the most was an object

Designed by an artistic hand;  
Twas the costly lay-out of a hop friend.

(Continued on next page)

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TU. 5-0767

**WHIT HENRY**

(Continued from Page 28)

And that fiend was my Blue  
Velvet Band.  
On a pile of soft robes and pillows.  
She reclined, I declare, on the floor.  
Then we both hit the pipe and I  
slumbered;  
I ponder it yet, o'er and o'er.

'Tis months since the craven arm  
grasped me,  
And in bliss hid my life glide  
away;  
From opium to dipping and thiev-  
ing,  
She artfully led day by day.

One evening coming home wet and  
weary,  
With the swag from a jewelry  
store,  
I heard the soft voice of my loved  
one,  
As gently opened the door.

"If you'll give me a clue to convict  
him,"  
Said a stranger in tones soft and  
bland,  
"You'll then prove to me that you  
love me."  
"It's a go," said my Blue Velvet  
Band.

Ah, how my heart filled with anger  
At women, so fair, false and vile;  
And to think that I once true  
adored her  
Brought to my lips a contemptible  
smile.

All ill gotten gains we had squan-  
dered,  
And my life was hers to command:  
Betrayed and deserted for another:  
Could this be my Blue Velvet  
Band?

A few minutes before I was hunted  
By the cops, who had wounded me,  
too;  
And my temper was none the  
sweetest  
As I swung myself into their view.

And the copper, not liking the  
glitter  
Of the 44 Colt in my hand,  
Hurriedly left through the window,  
Leaving me with my Blue Velvet  
Band.

What happened to me I will tell  
you;  
I was ditched for a desperate  
crime;  
There was hell in a bank about  
midnight,  
And my pal was shot down in his  
prime.

As a convict of hard reputation,  
Ten years of hard grind I did land,  
And I often thought of the  
pleasures  
I had with my Blue Velvet Band.

One night as bedtime was ringing,  
I was standing close to the bars,

I fancied I heard a girl singing  
Far out on the ocean of stars.

Her voice had the same touch of  
sadness  
I knew that hut one could com-  
mand,  
It had the same thrill of gladness  
As that of my Blue Velvet Band.

Many months have past since this  
happened,  
And the story belongs to the past.  
I forgave her, but just retribution  
Claimed this fair but false one at  
last.

She slowly sank lower and lower,  
Down through life's shifting sands,  
Till she finally died in a hop joint;  
This girl with the Blue Velvet  
Band.

If she had been true when I met  
her,  
A bright future for us was in store.  
For I was an able mechanic,  
And honest and square to the core.

But as sages of old have contended  
What's decreed us poor mortals  
must stand;

So a grave in the potter's field  
ended  
My romance with the Blue Velvet  
Band.

Now, when I get out I will hasten  
Back to my home town again,  
Where my chances are good for  
some dollars,  
All the way from a thousand to  
ten.

And if I'm in luck I'll endeavor  
To live honest in some other land;  
And bid farewell to old Frisco,  
And the grave of my Blue Velvet  
Band.

\*\*\*\*

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pan add some sherry; gently break  
eggs into the pan. Just as the eggs  
set, sprinkle with grated Parme-  
san cheese and then place the pan  
under the broiler. Cook to the firm-  
ness desired and serve with toast.  
And never put a hot egg on a cold  
plate. Voila!

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## HALL OF JUSTICE BOND ISSUE

### FOR GREATER PROTECTION OF LIFE AND PROPERTY

Grand Juries for the past 30 years have condemned the present Hall of Justice as "antiquated, totally inadequate, dangerously overcrowded, badly planned, unsanitary and a fire hazard—a disgrace to the city and a serious obstruction to efficient law enforcement."

Proposition A is endorsed by a city-wide citizens committee and all major organizations, including: Building Owners and Managers Association, California Northern Hotel Association, Downtown Association, the Judges of the Superior Court and the Judges of the Municipal Court, Junior Chamber of Commerce, Retail Merchants Association, San Francisco Chamber of Commerce, San

Francisco Labor Council, San Francisco Municipal Conference, San Francisco Real Estate Board, San Francisco Women's Chamber of Commerce, Citizens Political Advisory Board, Central Council of Improvement Clubs, Lafayette Club, San Francisco Bar Association, Italian Federation, Civic League of Improvement Clubs and Associations, San Francisco CIO Industrial Union Council, Chinese-American Citizens Alliance, California Grocers Association, West of Twin Peaks Central Council, International Longshoremen's and Warehousemen's Union, Local 10, Steuben Society, James Lick Unit No. 79, San Francisco Council of District Merchants Associations.

## CITIZENS COMMITTEE FOR A NEW HALL OF JUSTICE

MAYOR GEORGE CHRISTOPHER, Honorary Chairman  
JOSEPH A. MOORE, JR., Vice Chairman

WALTER A. HAAS, Chairman  
LESTER H. EMPEY, Treasurer

**PRIMARY ELECTION TUESDAY, JUNE 5, 1956**

## ANDREW J. EYMAN CANDIDATE FOR SUPERIOR COURT

Andrew J. Eyman is making an energetic campaign as candidate for Judge of the Superior Court, No. 7. He has already been endorsed at the last Union Meeting of the Pastry Cooks and their Assistants, Nocal 44. This meeting numbered 3700. Other endorsements have been received.

Andrew Jackson Eyman was born in Joliet, Illinois, and at sixteen left high school to fight in World War I. Later he returned to complete his education at the University of Illinois and then the San Francisco Law School. But he worked as a machinist while studying law, and is a former member of the Machinist Union, AFL.

He has been Special Prosecutor for the Attorney General of the State of California and was Assistant District Attorney for the City and County of San Francisco for three years.

For twenty years now he has been in private practice. He is a member of the Lawyers' Club of San Francisco, also the Common-

wealth Club, Press and Union League, Islam Shrine Temple and the Navy League of the United States. He is a past Commander of the George Washington Post of the American Legion.

Fifty-five years of age, he is married and has two sons. The family home is at 310 Hazelwood Avenue.

## Must For Book Lovers

People who love rare and valuable books, particularly the incunabula, should make it a point to see the unusual exhibit now on view at the San Francisco Public Library in Civic Center. The books that comprise this showing come from the earliest Italian presses and are from the notable collection of Francis V. de Bellis, San Francisco patron of music and the arts. Outstanding in importance of this important showing of books is a group of ten volumes from the press of the first printers in Italy. The incunabula exhibit is in the second-floor gallery and will be open through June 3. The hours are from 9 a.m. to 10 p.m. (until 6 o'clock Saturday). The library is closed on Sundays. This is a must

## Bids For New Mission Recreation Center And Pool Opened June 7

Proposals for the construction of a major recreation unit to serve the Central Mission District will be opened June 7 at McLaren Lodge, Golden Gate Park, according to Max G. Funke, General Manager of the Recreation and Park Department.

The new unit—which will be constructed from recreation bond funds at Garfield Square, Twenty-fifth and Harrison Streets—will include a neighborhood playground and a large recreation center consisting of a 40 by 100 foot enclosed swimming pool, gymnasium and auditorium.

When completed, the 3-acre square will be converted from its present park-like setting into a fenced recreational area which will offer such needed out-of-door play facilities as a softball field, tennis, basketball and volleyball courts and a play field for small children to the heavily populated Central Mission, Funke said.

## Political Advisory Board Endorses Complete Slate For June 5 Primary

Endorsement of Proposition A, the Hall of Justice Bonds, and all other local propositions by the membership of the Citizens' Political Advisory Board was announced today by Allen Spivock, its president.

The membership also voted to endorse for re-election all incumbent Assemblymen with the exception of the 22nd Assembly District where John A. Buserud received the approval of the non-partisan endorsing body's membership.

For Department No. 6, Superior Court, Orla St. Clair received the endorsement; for Dept. No. 7, incumbent C. Harold Caulfield was endorsed.

In the race for Superior Court Judge Office number 9, the members endorsed the candidacy of municipal court Judge Carl H. Allen.

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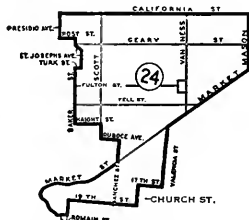
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**GAFFNEY**

24th District



Election  
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# CITY-COUNTY RECORD

Vol. 23 — No. 6  
JUNE, 1956

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(Photo by Shimmott)

**MATTHEW C. CARBERRY, Sheriff**  
*City and County of San Francisco*

LETTERS TO THE EDITOR

GOVERNOR J. KNIGHT  
SACRAMENTO



State of California  
GOVERNOR'S OFFICE  
SACRAMENTO  
June 12, 1956

Mr. George H. Allen  
Publisher  
San Francisco City-County Record  
3350 - 15th Street  
San Francisco, California

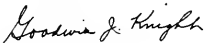
Dear Mr. Allen:

I have just returned to Sacramento from an out of State trip to find on my desk the 1956 World Trade Festival Edition of the City-County Record.

You have done an excellent job on this edition, Mr. Allen, and I want you to know that I am highly complimented by the very fine treatment which you accorded me therein.

With kindest personal regards and best wishes,

Cordially,

  
Governor

GJK:aje

May I wish you  
all the success  
in the world  
for a fine  
administration

MAX SOBEL

WHITAKER & BAXTER  
Public Relations and Campaign  
Management  
June 7, 1956

Editor:  
This note is just to let you know that we feel you did a magnificent job with your special World Trade issue of the City-County Record. We know that Governor Knight was greatly pleased with this issue of your excellent publication. With personal regards, we are  
Sincerely  
CLEM WHITAKER  
LEONE BAXTER.

SOUTHERN PACIFIC  
COMPANY  
June 5, 1956

Editor:  
As I told you over the telephone yesterday, I was certainly delighted with the fine manner in which your article covering Southern Pacific's Training Program appeared in the May issue of City-County Record. We appreciate your thoughtfulness in running this article.  
Sincerely,  
JOE HAGGERTY,  
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# CITY-COUNTY RECORD

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### Contributing Editors:

William Flynn—Record Biographies; Whit Henry—Around and About  
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VOL. 23 — No. 6

JUNE, 1956

## S. F. High School Student Drivers Receive Awards for Best Safety Economy Runs

The San Francisco Public High School Safety Economy Run winner and place awards were determined by the best ton-miles per gallon of gasoline used for the Run and adherence to safe driving rules and traffic regulations.

The driving course around the Bay Area was logged over an 85.6 mile course by the California State Automobile Association. Each student driver had an adult observer assigned to his or her car who recorded on an official form all infractions of traffic rules and significant actions of the student drivers: failing to give hand signals, excessive speed, etc. Penalties of one-tenth of a gallon gasoline were made for each infraction.

### CARS STOCK MODELS

Cars were strictly stock models, in good repair and complete with fenders, bumpers, legal stock mufflers and covered by adequate liability insurance.

A student's automobile inspection was held a week before the Run. During the inspection, week, arrangements were made to have each car weighed on a public scale. Gasoline for the Run was supplied by General Petroleum Corporation.

A Victory Luncheon was served after the Run, at Abraham Lincoln High School cafeteria for participating students, observers, and officials as guests of the General Petroleum Corporation and California State Automobile Association. The results:

School, Driver's Name, Car and  
Ton Miles

Mission—1. Edward Bolman, 54 Chevrolet, 56.04; 2. Harry Crabb, 49 Mercury, 53.19; 3. John Cory, 42 Plymouth, 50.11.

George Washington—1. Cornell Ross, 46 Pontiac, 48.19; 2. Fred Sartin, 55 Mercury, 45.47; 3. Gary McClellan, 50 Plymouth, 45.36.  
Balboa—1. George Haskell, 55

Buick, 60.54; 2. Henry Streeter, 51 Nash, 49.99; 3. George Ewing, 51 Chrysler, 47.17.

Galileo—1. Don Spinetta, 54 Oldsmobile, 46.08; 2. Louis Reginato, 41 Chevrolet, 37.29.

Lowell—1. Robert Nason, 51 Buick, 42.88; 2. Steve Cohen, 50 Oldsmobile, 36.51; 3. Paul Bonacorsi, Nash, 34.35.

Polytechnic—1. Charles Smith, 51 Chevrolet, 41.19; 2. Jay Lasky, 55 Chevrolet, 39.49; 3. Robert Egger, 50 Pontiac, 30.147.

Abraham Lincoln — 1. Frank Matlin, 47 Dodge, 56.7; 2. Paul D'Andrea, 55 Dodge, 56.6; 3. Paul Nelson, 47 Cadillac, 56.3.

Special Award—Ken Michels, 56 Packard, 57.0.  
Sweepstakes — Mission High, Team Average: 44.81.

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# MATTHEW CORNELIUS CARBERRY

## SHERIFF, CITY AND COUNTY OF SAN FRANCISCO

### "The Future Holds Great Promise for This Native Son"

By WILLIAM FLYNN, Record Staff Writer

**M**ATTHEW CORNELIUS CARBERRY, sheriff in and for the City and County of San Francisco, has been a young man going somewhere in a hurry for more than 20 years.

Whether he has reached his final destination remains to be seen.

Those who have plotted his future without consulting him have picked him as a future mayor. While he might have something negative to say about such disposition of his middle-aged life, the speculation involved is interesting.

George Christopher, the current incumbent in the Mayor's office presumably will seek reelection in 1939. If he is successful, he then would have to have a say in picking his successor if he is to have any further influence on the way the officials of the city perform their hoax of the day.

#### TERM LIMITED

This is necessarily true because the citizens, in their unconscious wisdom, limited the term of one individual in the Mayor's office to two terms, totaling eight years.

Mayor Christopher is too young, too energetic, too infected with the virus of running the people's business as a politician, to retire to the passive role of merely a milk salesman when his career as the city's chief executive comes to a conclusion.

While he is forced to relinquish the heady thought of the White House because of his foreign birth, there is nothing in the book of rules and regulations that would prohibit him from eyeing the Governor's Mansion in Sacramento nor the office suites of the California senators in Washington.

If he seeks to bring that vision of the promised land to reality, it is not unlikely that he will retain at least the interest of an elder statesman in San Francisco.

#### PICKING A SUCCESSOR

And having a hand in picking his successor as Mayor of San Francisco would permit him to return that franchise, so to it seems.

On the basis of past performance, his pick would be Matthew Cornelius Carberry, whom he lifted from the relatively obscurity of the Board of Supervisors to the office of sheriff, with a salary that is just a smidgeon less than paid



MATTHEW C. CARBERRY  
Sheriff  
City and County of San Francisco

the Mayor of the City.

Of course, Mayor Christopher could have made a worse "pick" when he selected a successor to the late Sheriff Dan Gallagher.

Matthew Cornelius Carberry is the son of John Joseph and Katherine O'Connor Carberry, native of Ireland. He was born in San Francisco on July 31, 1911.

His father established his home in San Francisco before the fire and earthquake of April 18, 1906. He became a member of the fire department and retired in 1945. During his years of service he was attached for the greater portion of the time to Engine Company No. Two at Bush and Kearney Streets.

Sheriff Carberry was one of seven children.

After successfully completing



SAN FRANCISCO'S NEW SHERIFF AND HIS FAMILY

The Sheriff's family group made a splendid impression upon the well-wishers who crowded Mayor Christopher's office when Mr. Carberry was inaugurated as San Francisco's Sheriff. Photo by George Shimmion shows the new Sheriff and Mrs. Carberry seated with daughter Lynne Marie, aged five; standing, (left to right) Richard, 15 and Matthew, Jr., 16.

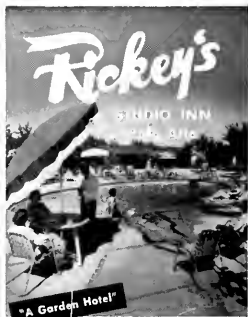
the prescribed courses of study at St. Paul's grammar school in the Mission District, at the Sacred Heart High School, Sheriff Carberry was awarded his Bachelor's degree from the University of San Francisco (Evening Division) in 1933. His major was business administration.

As a boy he had sold newspapers, operating a not inconsiderable route in the Pacific Telephone building at 140 New Montgomery Street. He worked for the Otis Elevator company as an accountant and tried to get a job building the Golden Gate Bridge.

"They put out a call for men to shovel cement at five dollars a day," Sheriff Carberry recalls. "Remember, that was during the days of the Depression. There must have been five thousand who lined up for the work. I didn't get the job."

By January, 1933, the future

sheriff was working for Sherman & Clay in the digit department. He (Continued on next page)



4 FAMOUS RESTAURANTS

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THE START OF A NEW CAREER!

San Francisco Superior Judge William T. Sweigert administers oath of office to newly appointed Sheriff Matthew C. Carberry. (Shimmon Photo).

decided to take the examination for the police department; and also sought to qualify as a general clerk in the city's service at a salary of \$155 a month.

There were ten thousand candidates for the appointment of clerk. The examination was a double header at the Civic Auditorium. Only 3,500 men competed for places on the police appointment eligibility list.

When the results of the examination were posted the name of Carberry was No. 51 on the Clerk's list and No. 8 on the police eligibility list.

He took the police department appointment when it came around. The reason was that the salary of a patrolman in those days was \$200 a month, tax free, for the federal government hadn't got around to taxing income of governmental employees.

**Matthew Cornelius Carberry** went to work for the police department on July 1, 1934. Four days later, there occurred the incident that is little remembered in San Francisco—"Bloody Thursday" of the General Strike era.

Out of uniform and in plain clothes, the future sheriff was on standby duty on the waterfront when the shooting and fighting started. It was then he learned a fundamental lesson of successful warfare—sometimes it is better to execute a strategic withdrawal to prepared defense positions than to die to the last man and lose the battle.

He was caught in a melee in which mounted officers did not have time to distinguish between strikers, citizens, and plainclothes police officers and barely escaped clubbing by one of the patrolmen

who lost his patience with the situation.

When the dust of the General Strike had settled down, Carberry went on duty as a radio patrol officer for two years. During an off duty attempt to arrest a citizen who was driving with gay alcoholic abandon on the sidewalk, he suffered a broken ankle. When he resigned from the force he waived what was obviously a fine chance to collect disability pension.

#### ATTRACTED ATTENTION

In 1936, the professional attainments of Patrolman Matthew Cornelius Carberry attracted the attention of Police Chief William Quinn. He was assigned to administrative duties in the Chief's office. One of his successful accomplishments was the establishment of an audit system for the use of the department's gasoline funds. He also set up a bookkeeping system for the department's Widows' and Orphans' fund, the private pension fund for the police department.

Survivors of officers are given \$3,000, a check for funeral expenses. This costs every member of the Department \$36 a year for life.

It was not too many years before Carberry was president of the Association, at the age of 28, the youngest president in the history of the organization.

During the day, during the next few years, he served as aide to the police chief, concentrating particularly on the problem of public relations for the department—something that still remains unsolved.

As a hobby he attempted to improve wage, hour, and working conditions for his fellow officers. In this respect, he proved to be

something of a successful salesman.

He sold the public on improving the system for promotional examinations.

He won a reduction in the retirement age.

Such proposals had been made previously. They usually had been beaten and the officers had lost their investment in campaign funds, required because their contract with the city is written in the charter and subject to voter confirmation.

But after Officer Carberry had talked to the Downtown groups of San Francisco, usually opposed to spending anything in the way of a huck unless to subsidize the Republican National Convention, the Police Retirement Act amendment won by a vote of 188,908 to 50,892.

Before the new regulations went into effect, Officer Carberry resigned from the Department. He had finished the first lap of his

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as president for one year.

It was through his suggestion that the Junior Chamber won ap-



A happy interlude as Mayor George Christopher congratulates his new appointee. (Shimmon Photo).

effort to complete a race in government, with some times out for private business.

During his years in the Department, while engaged in what would be called "union activities" had they been undertaken in private industry, he master-minded six campaigns and won benefits for city employees that total about \$3,000,000 annually.

After his decade as a police officer, Carberry served for a time as administrative assistant to Assessor Russell L. Wolden. While there he was elected President of the Municipal Executive Employees' Association which comprises the top career governmental employees. Simultaneously, he was an active member of the Junior Chamber of Commerce and served

proof of the theory that municipal government should have a running inventory of planned capital expenditures. Such a document is required now by a section of the Charter. The Junior Chamber, under Carberry's encouragement, also won endorsement of the proposal that the Manager of Utilities and the Chief Administrative Officer be added to the membership of the City Planning Commission.

Active with Carberry in these extra-curricular activities was one James Lash who served for a time as an executive of the San Francisco Redevelopment Authority and was tossed into the discard during the administration of Mayor Elmer E. Robinson.

This might be well for Mayor  
(Continued on next page)

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GOODWIN J. KNIGHT  
GOVERNOR

State of California  
GOVERNOR'S OFFICE  
SACRAMENTO

May 21, 1956

Honorable Matthew J. Carberry  
Sheriff, San Francisco County  
331 City Hall  
San Francisco, California

My dear Sheriff:

I wish to join with your many friends in offering my congratulations and best wishes upon your appointment to the post of Sheriff of San Francisco County.

As you are fully aware, this is one of the most important administrative positions in our state. It offers a stimulating and dynamic challenge to anyone. I know you appreciate the honor and responsibility that have been bestowed upon you, and I hope that you will have a most successful tenure as Sheriff.

Cordially yours,

*Goodwin J. Knight*  
Governor

GJK:wmw

Christopher to remember when he tries to untangle some of the redevelopment programs with the federal government as the years go by and sometimes the problems multiply. Lash now is a high ranking official in the federal government's redevelopment division.

After he departed from the city hall office of the Assessor in 1951, Carberry spent two years in private industry as controller for the Leo J. Meyberg Company, appliance distributors. He also qualified for a license as a public accountant.

In 1953 he was appointed executive assistant director to the California Academy of Science, the 104 year old San Francisco institution, that has more responsibilities in a business way than producing a television show. While there he was one of the founders of the Annual Bay Area Science Fair which provides competition and prizes for high school students of Northern California interested in science.

Sheriff Carberry now has a logical explanation for all these voluntary and deliberate changes in employers.

"I wanted to better myself," he said.

There also was the question of meeting the challenge of the high cost of living for a man with a growing family.

He and Stella Marie Pisani were married June 25, 1938. Of the union have been born three children, Matthew, Jr., 16, Richard, 15, and Lynne Marie, five. The family home is at 1542 Thirty-Fourth Avenue.

Being Irish and having had more than a mere academic interest in politics, there came the time when Matthew Cornelius Carberry was considered as a potential candidate for the Board of Supervisors.

The organization that sought his candidacy was the San Francisco Volunteers for Good Government, that once-every election organization of youthful Downtown business men who are being conditioned for the role of king-makers by

their elders who have come to face the inevitability of retirement.

Carberry has become one of this group during his service with the Junior Chamber of Commerce. On Carberry's first effort at public office, running against a full incumbent slate he was elected to the Board with the surprisingly high vote of 93,404.

Supervisor Carberry was on the legislative job less than the required four years. But during the time he did serve, he achieved two accomplishments of note.

He killed off Highway District No. 10, a weird venture involving San Francisco and San Mateo counties which cost San Francisco money; and he cleared the way for reclamation of more than 500 acres of tidelands in San Francisco.

In addition, while Supervisor Carberry supplied dynamic leadership to a third most important project for the modernization and

progress of San Francisco. As Chairman of the Board's Commercial and Industrial Development Committee, he proved to be the outstanding advocate for relocation of the wholesale produce market.

Preliminaries to this vast undertaking now seem to be well under way.

Sheriff Carberry is confident it will be an accomplished fact within the next three years.

The Bureau of Governmental Research states that this first accomplishment will save San Francisco on future commitments of her tax funds more than three and one-half million dollars; the second will eventually bring in at least half a million of new tax revenues, plus industrial sites and new payrolls.

Either of these would have been a pretty fair accomplishment for any Supervisor. The most impor-

(Continued on next page)

tant thing about them is the fact that they were accomplished and did not disappear over the horizon in a fog of smoke of talk as do so many suggestions of Supervisors.

Mayor Christopher gave Carberry the sheriff's appointment when he learned his choice was "available" and that he would refund to the city treasury the \$110,000 in annual fees the sheriff is entitled by law to collect.

There possibly was another consideration that motivated Mayor Christopher in his tender of the job to Carberry.

Mayor Christopher may have estimated that Carberry, with his close and long association with the Downtown interests, his relations with the politically potent police department, his background as a city employee, might be a valuable political ally as well as a competent man for the job. Carberry himself says he is content to remain sheriff. He adds:

"I want to work with Mayor Christopher and his administration if he desires me to do so. I have the highest regard for him. I have no ambitions at this time other than to be a good sheriff."

In that respect he has a lot to learn. His tutor may be the California Department of Corrections which runs one of the best—and most expensive—prison systems in the United States.

There is no doubt that Matthew Cornelius Carberry will be successful as San Francisco's sheriff. Nor is there much doubt that he can be sheriff as long as he desires to administer that office.

He has no other desire at the present time.

But the passage of the years sometimes changes circumstances and who can tell what might happen.

EDMUND G. BROWN  
ATTORNEY GENERAL

STATE OF CALIFORNIA



DEPARTMENT OF JUSTICE

# Office of the Attorney General

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Division of Civil Law

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Chief Assistant Attorney General

MARION G. ROBINSON  
Deputy Director  
Division of  
Criminal Law and Enforcement

May 10, 1956

Honorable Matthew C. Carberry  
Sheriff of San Francisco  
City Hall  
San Francisco, California

Dear Matt:

Congratulations on your appointment as sheriff of this fine town of ours. Your devotion to public service these many years merits this honor and I am happy to join with your many friends in wishing you a long and successful career.

Kindest personal regards.

Sincerely,  
*EGB*

EDMUND G. BROWN  
ATTORNEY GENERAL

EGB:MJ

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# EARLY PUBLIC SCHOOLS IN SAN FRANCISCO

By A. J. CLOUD, Record Contributing Editor

No. 8 OF A SERIES

" . . . Schools and the means of Education shall be forever encouraged." — historic declaration in the famous Ordinance of 1787 adopted by the American Congress of that period.

(The current article will concern itself with a review of the progress of the public high schools of San Francisco from 1865-75; but will get off to a running start with a bit of verse.)

"I wish 'at I'd of been here  
When my paic he was a boy;  
They must of been excitement  
then—  
When my paic was a boy;  
In School he always took the prize.  
He used to lick boys twice his  
size—

I bet folks all had bulgin' eyes  
When my paic was a boy."

—Anonymous

## THE HIGH SCHOOL SITUATION IN GENERAL

Public high school beginnings in San Francisco began from 1856 to 1864 have been outlined in a preceding article of this series. At that latter date two public high schools were flourishing—the Boys High and the Girls High—several years before the University of California was established.

## THE LATIN HIGH SCHOOL

In 1865, the Board of Education organized a public high school which it named the Latin High, on the model of the famous Boston institution of the same title. The classical languages and literature were the staple of its curriculum.

However, this "noble experiment" was not successful. Enrollment dwindled and, after a brief life of some three years, the school was abolished and its students were transferred to the Boys High. In respect to this re-adjustment, Superintendent Denman said: "The pupils are better classified—and are as well taught in the classics."

## THE BOYS HIGH ORGANIZATION

During these years, the Boys High had survived the removal of a sizeable detachment of its students to the Latin High, the loss of its Classical Department to the other school, and even a temporary change of name to "Boys English High School." Theodore Bradley, formerly a teacher of mathematics in the school, was appointed Principal in 1868 in succession to George W. Munsie. The faculty comprised the Principal and three other "male seniors. In that year (1866) the enrollment was seventy-eight pupils, who were entered at twelve years of age. Nine graduates received diplomas. By 1875, the figure had advanced to eight teachers and one hundred fifty pupils. Sixteen seniors were graduated that year. The Principal's salary was now fixed at \$4,



DR. A. J. CLOUD

600 per annum; the highest salary for teachers at \$2,400. In that year Theodore Bradley was succeeded in the principalship by W. T. Reid (1875), formerly Superintendent of Schools at Brookline, Mass.

## THE BOYS HIGH CURRICULUM

The department of instruction throughout this decade included Mathematics, Natural Sciences, and Ancient and Modern Languages with "much attention to the study of the English Language." Seniors approaching graduation at the end of a three-year course, were required to take a written examination "as a test of their ability and preparation to graduate."

## SAMPLE QUESTIONS, BOYS HIGH, 1866

The list of questions below has been selected from the examination held for the seniors of Boys High in 1866.

English Literature: "What is the Baconian System of Philosophy? Why was it needed? What can you say of Bacon's style?"

Trigonometry: "Prove that the chord of 60 degrees is equal to radius; also, that the sine of 30 degrees, the versed sine of 60 degrees, and the cosine of 60 degrees are equal to one-half the radius."

Geometry: "The sum of the plane angles forming any solid angle, is always less than four right angles. Give demonstration."

Rhetoric: "What is the office of criticism? What qualifications should every critic possess?"

Constitution of the United States: What were the objects of the framers of the present Constitution? What are the qualifications of the President and Vice President?"

## THE BOYS HIGH NEW BUILDING (1875)

The building of the Boys High on Powell Street, near Clay had grown overcrowded and had proved inadequate for the purposes of education. Superintendent Denman, aware to this situation, in 1874 recommended to the Board that a new building on a different site be constructed for the school. A year later, he announced:

"The Board of Education has erected a plain but substantial and commodious edifice on a fifty-vara lot, on the north side of Sutter Street, in the middle of the block between Gough and Octavia."

He described the main building as containing twelve classrooms, and being three stories in height. It had a frontage of 57 7/12 feet and a depth of 79 1/12 feet. The contract price was \$37,400.

This building was formally dedicated on the 15th of November, 1875. "Notwithstanding the inclemency of the day," commented Superintendent Denman, "the spacious hall of the new school house was well filled with the members of the school, the young (Continued on Page 18)

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## Women of Distinction

LEE CARTE, President

Lakeside Village Merchants Association  
Women's Fashion Arbiter, Civic Leader

By Record Staff Writer

**A STRANGER VISITING LAKESIDE** Village would be properly impressed, for this block-long street in the Lakeside District is one of San Francisco's most attractive community shopping centers. Of all the fresh and inviting modern stores which adorn it, none has more originality and charm than the one called simply "Lee Carté."

There is a reason for this, for Lee Carté (pronounced Cartay) is a very real person, possessing an abundance of these qualities. Nine years ago, when she decided to open a dress shop there, she was almost a stranger herself to the Village. Now she is one of its most active citizens, devoted to its interests and in the forefront of community activities, as President of the Lakeside Village Merchants Association, and former first vice-president of the San Francisco Council of District Merchants Associations. She served also on the executive committee under Cyril I. Magnin, chairman of the \$11,000-\$1,000 Parking Bond issue which was Proposition D on the November, 1955 ballot, and did a tremendous job as a campaigner.

### BUSINESS SUCCESS

In her own business, taste, intelligence and hard work have more than paid off; in Lakeside Village, her dedication to the cause of a better community for all concerned is making this one truly outstanding.

This slender, dynamic, red-haired woman, with her clear glance and friendly smile, was born in Leadville, Missouri, a small town not far from St. Louis. But she came to San Francisco as a child, soon after the death of her father, who owned the Independent Gold Mines in Colorado, and was killed in a mine accident. She has lived in San Francisco most of her life, and received a large part of her education here, at Polytechnic High School, and the University of California Extension Course.

### STUDIED PIANO

It was not all academic education, however, for she first intended to be a pianist, and studied with noted teachers in Denver, and later with Hans Hanke in San Francisco. But her gifts were too many for her to confine herself to music alone, and she studied philosophy first with the Delphians, then at the studio of the well-known lecturer and teacher, Ethel Cotton, where she was at the head of a philosophical group. In addition Lee Carté studied with Beckmann Hollister Inc., finding the courses of great value.

choose her own background and merchandise, and broaden her practical activities.

Being the sort of person she is, Lee Carté could not go into business for herself without also thinking of ways to advance the beauty and welfare of the community she loves so well.

The result has been singularly happy, both for her and her Lakeside Village. You can see her any day, when she isn't in New York, behind the open Dutch doors of her shop, where the interior furnishings, though basically French Provincial, are carried out in a

which they represent.

Though this remarkable young woman has little time for leisure activities, as such, music, her first love, is a "must" with her still. She is a member of the San Francisco Symphony Foundation, a regular attendant at concerts, and of course, with her great flair for color and drama, an enthusiast for ballet and opera. She loves the theatre, too,—but goes here less often than in New York, where, on her buying trips, she "never misses a play." This is how she takes her holidays, not being sports-minded and finding life far too full at present for vacations without an objective.

She hasn't been to Europe yet, but is looking forward eagerly to the time when there will be an opportunity for her to see Paris, still the center of the fashion world. Italy and Spain have a strong appeal for her, too, with their recent strides in fashion, and all that they have to offer in the great tradition of the arts.

### LAKESIDE BENEFITS

And we think we can safely predict that when she comes back from such a trip, even bright and shining Lakeside Village will have to wash its face and put on a new dress. For whatever Lee Carté does from now on, you may be sure Lakeside will receive the benefit of it.

That is her main goal—to make this the foremost community shopping center of the city, serving more and more people in happy and efficient ways. To do this, of course, the way must be made easy for them to go there, and stay as long as need be. The problem of parking has proved a challenge to the practical side of Lee Carté's nature. (This practicality she attributes to the German ancestry on her mother's side, balancing that of her father's French forebears.)

She is very proud, and justifiably so, of what she has been able to do along these lines. By September Lakeside Village will have two commodious, beautifully landscaped, free parking lots, on property which the Lakeside Village Merchants Association persuaded the city to buy, but which they, the merchants, will eventually pay for.

In the meantime, they are working closely with the City Planning Commission and the Parking Authority, and have voluntarily put up a \$12,000.00 "Performance Fund," guaranteeing their responsibilities. The city fully appreciates such evidence of good faith and good citizenship, and at the installation of officers of the Association three years ago, all the leading city officials were present, including City Attorney Dion Holm as Master of Ceremonies, and George Christopher in his capacity as supervisor.

(Continued on Page 18)



### A WOMAN OF DISTINCTION

Even while doing all this she continued to cultivate another talent—that of designing. She enrolled at the Rudolph Schaeffer School of Design for several courses, including one in flower arrangement. This, she says, she found more satisfying, because more "tangible," than working with color and design in the abstract. And it suddenly came to her that a possible outlet for this yearning for the specific would be a shop of her own, where she could

modern color scheme of pink and orange, effectively accented with black. The selection of gowns suits and sportswear, though not necessarily high-priced, is choice, and Lee Carté models, as well as the capable guiding hand of Lee Carté herself, are in much demand for fashion shows. She has put on a series of them at the Huntington Hotel, at Lakeside's Town House, and others at the Mark Hopkins and Fairmont, for leading women's groups and the worthy causes

## JOHN PAUL FIGONE SAN FRANCISCO UNDERSHERIFF

**JOHN PAUL FIGONE**, a native of San Francisco and particularly that colorful section known as North Beach, is serving as Undersheriff for the City and County of San Francisco. Since the Undersheriff acts as an administrative officer for the Sheriff of the County, it is of considerable importance to ascertain the qualities of the man and background.

Johnny Figone, as he is popularly known, was born June 27, 1900 in a flat over what used to be his father's coal yard on Stockton Street. He was raised in North Beach with Washington Square as his front yard.

His parents, Antone and Madeline Figone, were early San Franciscans, having come here from Varese Ligure, near Genoa, Italy.

### HARDWORKING LAD

North Beach remembers John Figone as a youngster who played at the Salesian Boys' Club and the Telegraph Hill Neighborhood House. And it remembers him as a hard working lad, too.

By the time he was 15, John Figone was a messenger boy for the Francis Floral Company, then located at Powell and Sutter Streets. And so taken up with that business was he that within five years he had risen to the position of buyer.

The young man liked flowers and undoubtedly would have been most successful had he continued in the business. But a change was necessitated in 1921 when, on the death of his father, he took over the Figone Coal and Feed Company.

He was just 21 and it was a trying time. The job he had undertaken was formidable; it meant hard work and unceasing work. But the young man met the challenge.

### BUSINESS GREW

And the business grew steadily.

At one of the Telegraph Hill Neighborhood House parties he had attended during his 'teen years, John had met a pleasant young girl named Ketta Cerelli. He liked her. Over the years their friendship matured into a love which resulted in marriage in 1928. They now have two children Jack and Beverly both married and in



JOHN PAUL FIGONE

their early twenties.

After establishing his business firmly, John gave more and more of his time to his district. He plunged into all kinds of civic activities. It would be tiresome to attempt to enumerate all his various affiliations. Suffice to say he has been president of virtually every organization in North Beach and today is on the membership rolls of more than 45 clubs; civic, fraternal, religious and others de-

voted to good citizenship, good fellowship and the advancement of community betterment. It is noticeable that several of these are concerned with the cause of assisting youth. To this latter objective, John Figone goes all-out!

It naturally followed as young Figone more and more engaged in community affairs, that he should

members, and again for a second term as President.

Higher honors followed when he received appointment from Mayor Robinson upon the Board of Supervisors where he served creditably.

His appointment by the late Sheriff Dan Gallagher as Undersheriff occurred on September 14, 1954. He has served continuously in this capacity since that time.

Undersheriff John Paul Figone has a host of friends in San Francisco. They have followed his career with interest and affection. He has their best wishes for continued success.

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# WORLD TRADE ASSOCIATION PROMOTES INTERNATIONAL COMMERCE

(Special for the City-County Record)

**THE SHIPS THAT MOVE IN AND OUT** through the Golden Gate and the vast economic structure they support have a handy label: world trade.

The simple term implies a great industry—but does not describe it. To enunciate the complexities of this economic giant, to detail the effects it has upon the lives of millions of persons in the Bay Area, to even suggest the far-flung implications of the five thousand ships that yearly ply through the Channel requires lots of time—lots of talking.

And so we simply say: world trade.

So, too, do members of the major Bay Area organization devoted to promoting this great industry simply refer to their group as the World Trade Association.

It's an Association that does a lot of down-to-earth promoting of world trade—and for the benefit of the entire Bay Area.

Its full name is the San Francisco Area World Trade Association of the San Francisco Chamber of Commerce. It was fathered by Chamber members some 40 years ago and has been going strong ever since, under the Chamber's wing.

The wing was lifted somewhat last year and the fostered child allowed to fly more by itself. Today,



NATHAN MOST, President  
San Francisco Area  
World Trade Association

which still affiliate of the Chamber, the Association may make known its views and take action in

its special field, independent of the Chamber.

The bulk of its membership is made up of San Francisco Chamber members, but is now open also to members of other Bay Area chambers of commerce and other organizations.

Furthermore, the Chamber's World Trade Committee has merged with the Association whose policy committee now serves as the Chamber's World Trade Committee.

Finally, the Association has an over-all autonomy and freedom similar to that of the Chamber's Retail Merchants Association in its field, and this freedom serves as an incentive to an energetic promotion and development program.

The San Francisco Area World Trade Association, in short, is a freer and more powerful body than it has been for 40 years, promising less duplication of Chamber work and more aggressive and authoritative action in behalf of promoting world trade through Bay Area ports.

Its dynamic leader is Nathan Most, vice president and treasurer of Getz Bros. Formerly an acoustical expert whose first job after graduation from the University of California at Los Angeles in 1935 was as acoustical engineer for Grace Bros. in Honolulu, Mr. Most entered the field of foreign trade in 1940 as special Far Eastern representative for Getz Bros. Working

pany's Treasurer. He was elected Vice President in 1954. In addition to his Chamber of Commerce and Association work, Mr. Most is a trustee of the World Affairs Council, Director of the International Hospitality Center, and a member of the Institute of Radio Engineers and the Acoustical Society of America. A resident of Atherton, with his wife and four children, Mr. Most is a Vice President and Director of that city's Civic Improvement League.

The World Trade Association which Mr. Most heads numbers some 400 in its membership which is unique in that it cuts across the usual distinctions drawn among various business activities. It includes representatives of export and import firms, steamship lines (Continued on next page)

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ALVIN C. EICHHOLZ  
Former Secretary S. F. Area  
World Trade Association

in the export-import firm's building material division, he covered the entire Far East "from Shanghai to Karachi." During World War II he took a leave of absence to work with the Office of Scientific Research and Development in San Diego, doing submarine war research for this special wartime research group. At war's end he returned to Getz Bros. as Assistant to the Vice President. In 1946 he was appointed manager of the firm's Hong Kong office, moved in 1948 to managing its Philippine operation, and in 1951 returned to San Francisco to become the com-

## AREA WORLD TRADE ASSOCIATION

(Continued from Page 11)

and agents, foreign freight forwarders and customhouse brokers, foreign departments of banks, marine insurance firms, international communication companies, domestic and overseas airlines, and many others. The Association is a group truly representative of the San Francisco area's international commercial interests.

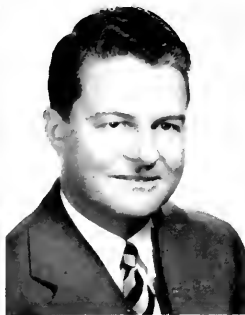
As a speaker's forum, the Association boasts a long list of distinguished visitors. At its weekly luncheon meetings, ambassadors, presidents and prime ministers have shared the podium with commercial attaches, world travelers and commodity and area specialists. Often the programs are built around the experience and knowledge of Association members, and

**Appraisers Building Here,** and "Scientific Study and Cultivation of World Trade by the American People."

Every one of these objectives was accomplished:

But public education has and will continue to be an activity of prime importance to the Association and its members. Recognizing that any real improvement in international commerce would have to go hand-in-hand with an enlightened American electorate willing to back national action to lessen trade barriers, the Association early in its existence took on the task. It became the prime supporter of the observance in San Francisco each year of National World Trade Week, and actively helped in presenting the concurrent National Maritime Day programs. Together with the San Francisco Chamber of Commerce, the Association uses these occasions to emphasize to the local public the importance of the trade through the Golden Gate to their daily lives. The Association is one of four major sponsors of this month's Golden Gate Trade and Maritime Festival.

While San Francisco — "The



JAMES P. WILSON, Secty.,  
Area World Trade Assn.  
S. F. Chamber Affiliate

Gateway to the Pacific"—has long been known as a leading importing and distribution center, the Association long ago felt that the superior market it serves was hardly touched by most overseas sellers. Preaching on the one hand that California's prosperity was heavily dependent on the foreign markets for much of its products, the Association emphasized that "trade is a two-way street" and that we must buy in order to sell. San Francisco's

World Trade Fair came into being, several years ago, under the Association's sponsorship, to help introduce other nations' goods to our market.

The "Fair" has turned into a great International Trade and Travel Exhibition which this year became the opening event of San Francisco's long-dreamed-of World Trade Center at the Ferry Building. Featuring nearly 100 exhibits by some 60 foreign nations and commercial firms, this outstanding show is open free from May 23 through June 3.

The Association and the San Francisco Chamber of Commerce, which years ago initiated the World Trade Center idea, are co-sponsors of this great international exhibit this year.

Sometimes the Association comes to grips with fundamental policies affecting trade. Often these are cases where governments—including our own—gradually extend their control or activities into spheres where they are unnecessary, inefficient, or just downright nuisances. Among the first to protest—almost always successfully—is the Association. Sometimes the results of its carefully correct but pointed complaints are so sudden that they surprise even the Association.

One can wonder if such groups as the San Francisco Area World Trade Association cannot, in the long run, take more pride in their work to educate the public to the facts of international commerce than in any of their numerous other activities. For without the constant effort to bring the issues before Americans, our citizens would not today be as likely to endorse and approve the drastic changes our policies must go through to meet our new responsibilities in a troubled and unsettled world.

A group is no more than the sum total of its components. Fortunately for San Francisco—and perhaps for the world as well, the World Trade Association of the San Francisco Chamber of Commerce has members who are not afraid to declare their belief in free trade as a path towards eventual closer ties and peace with other peoples.



EDMUND W. LITTLEFIELD

Exec. Vice-Pres., Utah Constr. Co.  
Pres. S. F. Chamber of Commerce

such panel and group discussions have been among the most informative and profitable meetings held.

A more formalized type of meeting has been the numerous seminars, conferences and institutes presented by the Association. At various times, these programs—lasting for one or two days up to six months—have contributed greatly to improving business techniques and procedures, introducing newcomers to the world trade field, and generally expanding local business horizons.

But far from being a mere forum or speech-making body, the Association has also served effectively and extensively as an action organization. Take a look, for example, at some of the goals set up in its 1924 "Objectives":

"Establishment of 'free zones' at the Port of San Francisco," "Location of a Naval Base Here," "Removal of the Immigration Station from Angel Island to San Francisco," "Perfection of the Golden Gate Channel for Navigation," "Construction of a new Customs

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## S. F. FEDERATION OF TEACHERS ELECTS OFFICERS

The San Francisco Federation of Teachers, Local 61, announces the election of the following officers for 1956-57:

President: Dan Jackson; Vice: Stan Shushuk.

President: Yvon Johnson; Recording Secretary: Joyce Bryan; Treasurer: Stanley Sommers; Financial Secretary: Antoinette Montgomery; Corresponding Secretary: Mi-

## BIOGRAPHICAL DATA: NEW ART COMMISSIONERS

### Clarence C. Peterson

CLARENCE O. PETERSON—San Francisco Art Commission. Clarence C. Peterson was appointed January 16, 1956 by Mayor George Christopher as the architect member of the Art Commission of the City and County of San Francisco. Born in Stockton, California, November 5, 1905. Has been a resident of San Francisco since infancy.

Education: Polytechnic High School, San Francisco, Beaux Arts Institute of Design, San Francisco.

Affiliations: Licensed architect. Member A.I.A., California Bodies Scottish Rite, 32nd Degree, Starr King Lodge.

Business: 116 New Montgomery Street, YUkon 6-4233. Business consists mainly of commercial and industrial structures, i. e. Telephone Company, Standard Oil Company, Arabian-American Oil Company, California Pacific Utilities. Married. Mr. Peterson resides at 550 El Camino Del Mar.

### John Max Moore

JOHN MAX MOORE—San Francisco Art Commission. Business: Executive Vice President, Moore Manufacturing, Inc. Division Quaker Pacific Rubber Company, 18th and Potrero, San Francisco. Employed since 1941. Vice-President since 1948.

Education: West Portal School, Aptos Junior High, Lowell High, Stanford University, AB 1941.

Military: Served in the U. S. Navy from 1942 to 1946. Released as Lieutenant SC, USNR.

Affiliations: Republican Central County Committee, San Francisco Chamber of Commerce, Rotary Club, President, The Guardians, 1955, Junior Warden, 1953 and Senior Warden, 1955, St. Luke's Episcopal Church, District Chair-

man Golden Gate District and member San Francisco Council Executive Committee, Boy Scouts of America 1953-1955, Director San Francisco Boys' Club and member of Executive Committee, Bohemian Club, Delta Kappa Epsilon.

Mr. Moore was born in Philadelphia, Pennsylvania, September 14, 1919 and has resided in San Francisco since 1925. Married, he resides at 2470 Broadway and is the father of three children, James Cowles Moore, 12; John Bartlett Moore, 10; Jeanette Moore, 8. Mr. Moore was honored by being selected "Young Men of the Year 1954" by the San Francisco Junior Chamber of Commerce.

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## WORLD TRADE WEEK ENDS



Nathan Most, President of the Chamber's San Francisco Area World Trade Association, and Tom B. Coughran, Chairman of World Trade Week, helped bring the memorable observance to a gala close at the International Ball, May 23 at the Fairmont Hotel, by presenting Barbara Brennan, "Queen" of the Golden Gate Trade and Maritime Festival, with a bouquet of roses. Most and Coughran are to the right. On left is Festival Chairman Jack Lashua of the Junior Chamber's Marine Committee. The International Trade and Travel Exhibition, sponsored by the Chamber and the Association as a major highlight of World Trade Week, ran through last Sunday with record crowds, according to Chairman Robert H. Langner.

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*Autographs*

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## CLEAN STREETS AWARDS

Mayor George Christopher and Leonard S. Mosias, Chairman of the Chamber's "Keep San Francisco Streets Clean" Committee, officiated at ceremonies on the steps of City Hall May 29 honoring Sacred Heart High School and the Down Town District for "outstanding litter-free conditions" during May. Shown in front row, from left, are Richard Muratore, president-elect of the Sacred Heart student body; Mayor Christopher, Roy N. Buell, president of the Downtown Association, and Mosias. In background, with new Street Department brooms symbolizing a cleaner San Francisco are representatives of the Mission, Haight-Ashbury and Fillmore districts and students of Mission, Lowell and Raphael Weill Schools, all former trophy winners. The ceremonies concluded the first year of the competition in which both business and school districts have been encouraged to keep streets clean.

## National Automobile Club Shows Marvelous Gain From Small 1924 Start To Present 22 California Offices and More Than 425 Service Units

**B**ACK IN MARCH OF 1924 the City and County of San Francisco saw, over on Pine Street, the opening up of a small office that proudly displayed the name, NATIONAL AUTOMOBILE CLUB. In the years that were to follow, this small office was to grow into a large and vigorous statewide organization with twenty-two offices located at strategic points throughout California, and a chain of more than four hundred and twenty-five official service units rendering services to more than two hundred and fifty-eight thousand motoring members.

### TYPICAL PROBLEMS

Typical of the problems that National Automobile Club personnel have had to meet and solve was that of establishing, building up, and maintaining this statewide chain of official service units. In the beginning weeks and months, representatives of the Club ranged the highways of California seeking out those public garages and repair shops best qualified to serve the member. These units had to be located at strategic points, had to be qualified in equipment, management, and ownership, and had to sign a contract that was revocable in thirty days. By this contract the service units were bound to "render promptly, courteously, and efficiently . . . emergency roadside service upon the request of any member of the Club at any time, either day or night." The contract also provided an equitable system of rates that allowed the garage to make a reasonable profit. Through the years representatives of the Club have made closely scheduled checks on these units and have added continually to the list to provide the best possible and most easily available service for the members.

The Club's coverage of the motorist is so broad and liberal that the official service units often find

themselves performing some quite unusual services. About forty miles out from Weaverville, a member's car ran off the road, tipped over, and sank in the river some one hundred and fifty feet below. Two men from an official service unit made a round trip of eighty miles and labored for twenty-one hours to get the car back on the road and towed into town. This service cost the member nothing. Up near Truckee, two trucks from a service unit worked nine hours and another truck worked eleven hours to get a member's car out of the mud about one mile off the main road. Again the member paid nothing. Over near Walnut Creek a motorist drove his car out on an old wooden bridge only to have the whole structure sink down beneath him until both bridge and car were in the creek. Men and a truck from the local service unit hauled the member's car back to solid ground and on into town. As usual, the member enjoyed the service free of charge.

Almost every minute of the day and night somewhere in California



Located in San Mateo County, County Jail No. Two was modern in every respect when built just a few years ago. Its broad acreage in farm land provides Sheriff Carberry with opportunity for planned rehabilitation work.

some National Automobile Club official service unit is rendering a sincerely appreciated service to some motorist in distress. Elsewhere throughout the world, members obtain service from the nearest garage and are reimbursed up to twenty-five dollars per service.

While the mechanical emergency services that the National Automobile Club renders are a highly important part of the Club's function, they are by no means its entire function. The Club supplies each new member with a Membership Kit that contains such items as a distinctive emblem for the car, a Touring Guide of the Pacific Coast, and duplicate Membership Cards. The Club supplies each

member with a subscription to its official publication, the informative touring magazine, National Motorist. Personnel in the Club's offices located throughout California bring to the member many valuable touring services and benefits. With courtesy and efficiency, they supply the member with touring information, excellent road maps prepared by the Club's own engineers, hunting, fishing, and camping information, issue him hunting and fishing licenses and campfire permits. They render the member outstanding insurance claims, traffic violations, and automobile registration and license services. And, in the field, representatives of the Club carry a year around campaign on behalf of traffic safety to the students in our elementary and high schools and to the general public. National Automobile Club, in short, comes to the assistance of the California motorist in just about every matter connected with his motoring.

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Amador County's 1954 mineral production was valued at \$729,338.



Having spent practically his whole life either on or close to the ocean, Skipper Frank E. Sargent of the party-boat "Eileen" can rightfully claim to know fish and fishing. And when his friends and hundreds of satisfied fishing enthusiasts who have been with him on the "Eileen" or one of his former boats, confirm this statement, it must be true.

Capt. Sargent is probably one of the best known skippers who follow the party-boat fishing trade. And not only does he make almost daily trips—and successful ones—to the fishing grounds, but because he is an officer or member of most of the best known sportsmen's or fishermen's groups, he usually spends a good part of each night talking fishing.

Naturally he loves his boat. He is rightfully proud of the Eileen. Equipped as she is with practically every device for safety and utility, even ship to shore telephone, radar and other modern advantages, the Eileen is known as a "lucky" boat. We rather think however it is the skipper's knowledge, experience and thorough seamanship that gives the Eileen top-notch rating with the fishing fraternity.

Capt. Frank, as he is affectionately termed, makes his home, his office. But since the Skipper is usually out with a party during the day and busy at meetings during the evening, one usually gets the pleasant voice of Mrs. Sargent answering the phone. Valencia 4-9487, located at 3837 - 26th Street.

And since she also is well qualified to "talk fishing", her skipper husband can pursue his calling without worry. She holds his end up!

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## Marcus Glaser, Head of Nationally Known Firm, Gives Convention Some Surprising Sales Totals

CIGAR SALES IN DRUG STORES throughout the United States exceed by \$5,000,000 in dollars volume the combined yearly sales of toothbrushes, sun glasses, mechanical pencils, film, razor blades, watches and clocks, Marcus Glaser, president and general manager of Glaser Bros., San Francisco, told delegates to the California Pharmaceutical Association meeting at the Palace Hotel on June 6.

Glaser, addressing the 1,200 delegates to the state meeting, is head of the pioneer cigar and tobacco distributing company bearing his name. Founded in 1888, the firm, with 30 branches in California, Oregon, Washington and Nevada, is today the second largest wholly-owned tobacco jobbing house in America.

Quoting figures gathered from trade magazines in the drug field, Glaser revealed that \$27,000,000 worth of sun glasses are sold annually. Yet, during the same period, \$43,000,000 worth of 5c cigars alone were sold.

Toothbrushes accounted for another \$43,000,000 in sales, while 15c cigars were ringing the cash register at \$45,000,000. Sale of mechanical pencils amounted to \$59,000,000 but were far surpassed by 2 for 25c cigars selling for \$77,000,000.

Photography fans \$93,000,000 for film while in the same year \$80,000,000 worth of 6c cigars were purchased.

Smokers spent \$89,000,000 for 3 for 50c cigars and up, nearly matching the \$98,000,000 sales of razor blades. Ten cent cigars accounted for \$161,000,000 in drug store sales nearly matching the \$169,000,000 ticked off by less expensive clocks and watches.

In all, the total cigar volume amounted to approximately 494 million dollars a year ago, while the sundry business on the six items listed added up to 489 million dollars.

Glaser concluded his talk on the merchandising of cigars by pointing out the obvious importance of proper display of stock in order to attract and retain the good will of drug store customers.

The sale of fresh cigars is not only a convenience, but rather the basis that can build a successful tobacco department in any drug store, and will create greater store traffic, Glaser said.

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Lynne Marie Carberry, five-year-old daughter of Sheriff Carberry confers first congratulatory kiss upon her dad. In this photo by George Shimmion, (left to right) Mayor George Christopher, Sheriff Carberry, Lynne, Richard and Mathew, Jr., with Mrs. Carberry at right.

## SAN FRANCISCO PUBLIC UTILITY COMMISSION TAKES FIRST STEP TO LIBERALIZE RAKER ACT

The San Francisco Public Utilities Commission has taken the first tentative step toward liberalization of the Raker Act of 1913 under which the city was authorized to construct its \$300,000,000 Hetch Hetchy hydroelectric system in the High Sierra.

Under provisions of the Raker

Act, following a ten-month Federal inquiry, in which San Francisco was found to be in "reasonable compliance with the Raker Act."

The investigation was instigated a year ago by Rep. Clair Engle (Dem. Red Bluff), who sponsored a bill to give a Tuolumne County water district the right to construct an electric power plant on a site already staked out for that purpose by the city.

San Francisco countered by voting a \$54,000,000 bond issue to build two power houses on the site. Engle later charged San Francisco with violation of the Raker Act in some of its power and water sales transactions and requested a Federal investigation.

In his report, Comptroller General Joseph Campbell said:

"The record is not such as to warrant our concluding that the city was not and is not in reasonable compliance with the Raker Act."

The Public Utilities Commission has directed City Attorney Dion Holm to draft such amendments to the Act as are deemed necessary to lift some of the restrictions on the sales of water and power.

San Francisco paid \$41,000,000 for the Crystal Springs Water Company's properties in San Francisco, San Mateo, Santa Clara and Alameda Counties, in 1930.

As early as 1860, orchard products were reported from 40 California counties.



JAMES H. TURNER  
Manager, S. F. Utilities

A career man who started at the bottom in 1922 and now heads San Francisco's \$300,000,000 Utility Properties.

Act, the city is prohibited from selling electric and water to private companies for resale at a profit.

The Commission action came as a result of a ruling by the U. S. Comptroller General in Washington.

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**LETTERS TO THE EDITOR**

SAN FRANCISCO  
CHAMBER OF COMMERCE  
June 11, 1956

Editor:  
I have now had an opportunity to review your May, 1956 edition



G. L. FOX  
Vice-Pres. and General Manager  
S. F. Chamber of Commerce


and again want to commend you for presenting information of broad community importance in an interesting way.  
The material which you use in

reference to the Chamber's world trade activities is most helpful and I want to thank you for your continued recognition of the Chamber.

Sincerely yours,  
G. L. FOX,  
General Manager

201 Edgewood Avenue  
San Francisco 17, Calif.  
June 7, 1956

Editor:  
Now that we have ended a very successful primary campaign, I want to thank you for the splendid coverage you gave to the election issues in our District.



JOHN A. BUSTERUD

I am very confident of winning the General Election, in view of my 3,000 vote plurality over the incumbent in the combined primary vote. Furthermore, I anticipate that many Barnett supporters will now join my camp.

Thank you once again for your help.

Sincerely,  
JOHN A. BUSTERUD

**28 BLOCKS IN WESTERN ADDITION APPROVED FOR REDEVELOPMENT**

The San Francisco Board of Supervisors has given approval of the final plan for redevelopment of 28 blocks in the Western Addition.

The action was another step in a process that began eight years ago and still has at least two more years of "preliminaries" ahead of it.

The Board's action cleared the way for a Federal loan of \$16,238,846 to buy and clear the substandard property and offer it for resale to private builders.

The plan already has received tentative Federal approval.

**SAN FRANCISCO PAYS \$800,140.95 TAXES IN OTHER CALIFORNIA AREAS**

**THE CITY AND COUNTY OF SAN FRANCISCO** paid \$800,140.95 in taxes during the 1955-56 fiscal year on properties owned in other parts of California. City Controller Harry D. Ross announced here this week. The figure is \$128,771.96 more than the preceding fiscal year.

Largest single tax payment was to San Mateo County—\$498,201.70—where, in addition to its \$15,000,000 International Airport, much of the San Francisco water department property is located.

In addition the city paid eight San Mateo County cities a total of \$19,364.49 property taxes.

Second highest tax payment went to Alameda County, \$244,902.13 on properties of the water department including the Coast Range tunnels, Calaveras Reservoir and Sunol agricultural lands.

San Francisco owns taxable properties in ten Northern counties, nine cities and four irrigation districts. Breakdown of the taxes paid by the city was as follows:

**Paid to Counties:**

Alameda	\$244,902.13
Fresno	14.80
Kern	798.63
Mariposa	3.81
Monterey	3.25
San Joaquin	244.06
San Mateo	498,201.70
Santa Clara	15,108.60
Stanislaus	2,537.44
Tuolumne	17,565.14

**Paid to Cities and Towns:**

Burlingame	4,463.50
Daly City	541.11
Hillsborough	804.67
Millbrae	4,475.13
Oakdale	31.90
Redwood City	841.71
San Carlos	312.16
San Mateo	1,956.15
South San Francisco	5970.06

**Paid to Irrigation Districts:**

Banta-Carbona	127.68
Modesto	292.02
Oakdale	780.32
West Stanislaus	93.98

## LEE CARTE

Continued from Page 9  
 that anyone so delightful  
 nine as lovely Lee Carte can  
 so enormously capable, and so  
 so concerned with major civic  
 icts, makes her a particularly  
 mating person. And no matter  
 far you searched, you couldn't  
 a nicer one, completely direct-  
 ly friendly, yet gracious and  
 uted in all her ways.

o one has ever, more deserved  
 title "Woman of Distinction,"  
 for what she is, and for what  
 is constantly doing to make  
 world a better place.

Record takes great pride in  
 enting Lee Carte to the citi-  
 of San Francisco and the en-  
 Bay Area.

## DR. A. J. CLOUD

Continued from Page 8  
 ides of the senior class of the  
 Girls High School who were pres-  
 ent by invitation of the Board of  
 Education, and with many patrons  
 of the school, and friends of popu-  
 lar education.

In his address on this auspicious  
 occasion Principal W. T. Reid de-  
 clared that in "the department of  
 physics and the sciences I know of  
 no high school in the country so  
 well equipped," but he deplored the  
 lack of books of reference for the  
 library, and advocated the in-  
 troduction of military drill into  
 the curriculum.

A somewhat varying estimate  
 was put upon this building a few  
 years later by John F. Sweet, son  
 of the renowned Superintendent  
 John Sweet, and a graduate in the  
 Class of 1887. He said of it: "The  
 building which reflected the spirit  
 of the times, regarded as school  
 architecture, was painfully plain,  
 stern and forbidding; it reared  
 its gloomy, barn-like silhouette  
 amid an otherwise rather attrac-  
 tive group of homes,—the school  
 yard way—a drab place, all  
 floored over with rough boards,  
 with sheds on the rear for protec-  
 tion from the rain—no flowers were  
 ever seen in this gloomy building."

Author's note: That description,  
 while it seems exaggerated in its  
 reality, a vividly accurate portrait  
 of the building from the early  
 nineties onward. In 1913 the pres-  
 ent brick Lowell building at Ma-  
 sonic Avenue and Hayes Street re-  
 placed it. In recent years the old  
 wooden Sutter Street building was  
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(To be Continued)

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**LEE CARTE**

(Continued from Page 9)

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**DR. A. J. CLOUD**

(Continued from Page 8)

ladies of the senior class of the Girls' High School, who were present by invitation of the Board of Education, and with many patrons of the school, and friends of popular education."

In his address on this auspicious occasion, Principal W. T. Reid declared that in "the department of physics and the sciences I know of no High School in the country so well equipped;" but he deprecated the lack of books of reference for the library; and advocated the introduction of military drill into the curriculum.

A somewhat varying estimate was put upon this building a few years later by John F. Swett, son of the renowned Superintendent John Swett, and a graduate in the Class of 1897. He said of it: "The building which reflected the spirit of the times in regard to school architecture, was painfully plain—grim and forbidding, it reared its gloomy, barn-like silhouette amid an otherwise rather attractive group of homes,—the school yard (was) a drab place, all floored over with rough boards, with sheds on the rear for protection from the rain—no flowers were ever seen in this gloomy building."

(Author's note That description, while it seems exaggerated is, in reality, a vividly accurate portrait of the building from the early 'nineties onward. In 1913 the present brick Lowell building at Masonic Avenue and Hayes Street replaced it. In recent years the old wooden Sutter Street building was dismantled, and the site is occupied by the "Lowell Park."

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great excitement when he spotted an infrequently-seen little bird, the prothonotary warbler.

Nine days later, Hiss underwent a similar quizzing and was asked if he had ever seen such a bird. Hiss excitedly recalled he had and named the same spot Chambers did.

#### CONFRONTATION

Then followed the confrontation of the two men, Hiss and Chambers, at a room in the Commodore Hotel, in New York City—a confrontation to be followed by a public confrontation. Hiss said Chambers might be a deadbeat he had known as George Crossley.

Hiss still maintained his innocence, assailed the committee's methods, demanded Chambers repeat his accusation under conditions he might be sued for libel.

Chambers did, on a "Meet the Press" TV program, and soon thereafter Hiss sued him for \$75,000 alleging Chambers had libeled him in accusing him of having been a Communist party member.

It was in connection with this suit that the Hiss case took on even more sensational turn. When Hiss' lawyers asked Chambers to produce any papers or documents, Chambers went to a relative's home in New York and took some papers, covered with dust, that he had secreted in a dumbwater shaft 10 years earlier.

These contained transcripts of top secret State Department documents that Chambers contended had been passed to him by Hiss. The papers were turned over to the Hiss lawyers—and eventually to the Department of Justice.

Chambers also found some microfilm of more papers, but he retained these at his farm in Westminster, Md. Chambers had put this film (there were only film and not papers) into a pumpkin. These, when he was subpoenaed to turn over anything more he had, were given to the House Un-American Activities Committee. At that crucial point Nixon had just started on a trip to Panama.

#### NIXON'S SECRETARY

William A. "Bill" Arnold, now assistant director of the Office of Territories in the Interior Department, was Nixon's secretary while Nixon was a Congressman and Senator.

"As soon as the investigators returned with the pumpkin film," said Arnold, "the chief investigator, Robert Stripling, got in touch with me and asked, 'Where's the boss?' That was the fall of 1948 and Nixon had had no vacation of any sort since he had come to Congress. We had to persuade him to take a trip and he went reluctantly.

"We didn't want to flood the airwaves with the development—

but we wanted to get word to him to come back. He was on a Panama Railroad Company boat somewhere near Jamaica on his way to Panama. I sent him two radio messages. They were vague but conveyed the necessity for returning.

"Nixon radioed back to get him off the ship and arrange to get him back to Washington as soon as possible.

"I got in touch with the Navy to get an amphibious plane. It was a Sunday and I spoke to Secretary of Defense Forrestal's office. They turned it over to the Coast Guard. A Coast Guard amphibious plane landed in the water near the ship. They brought Nixon from the ship to the plane in a boat, and by midnight Sunday he was back here in Washington."

The Hiss case then moved quickly to a close. Chambers was called before the Nixon Subcommittee at the Hotel Commodore, New York City, to testify on the film. More

than alleged Communist party membership now was involved. Nixon pressed on, even went be-

(Continued on Next Page)

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fore the Grand Jury.

Thus Nixon's skyrocket to fame came from his work with the House Un-American Activities Committee.

It was while Nixon was in the House that he saw then General Dwight Eisenhower for the first time.

#### PERSHING'S FUNERAL

That was the day of General John Pershing's funeral. Pershing's body had laid in state at the Capitol and there was to be a big parade to the National Cemetery.

"It was a very rainy morning," Arnold recalls.

"Suddenly Nixon said to me, 'Bill, let's go over to the Pershing funeral.' So we got in my car and we drove to the Lincoln Memorial Bridge and got up on the big stone fence. As we were watching, Gen. Eisenhower came walking along in the rain. Other brass were riding, but Eisenhower walked.

"As we left, Nixon told me that Gen. Eisenhower's walking in the rain had made a tremendous impression on him."

(EDITOR'S NOTE — Richard Nixon was elected United States Senator from California in 1951, defeating Democrat Helen Gahagen Douglas.

(Although this campaign was one of the most spectacular in recent California history, it was not mentioned in detail in The Boston Globe's biography of the Vice President.

(As the history of that campaign is well known to Californians, and in keeping with THE RECORD'S policy of publishing this biography of Richard Nixon without major change, no additional material of strictly California interest is added.

(For the same reason the account of how Richard Nixon won the vice presidential nomination is published without change although students of California politics could provide a somewhat different version of the sequence of events and the reasons therefor.)

#### ORIGINAL "VEEP"

The original "Veep," Alben Barkley, was Vice President and presided in the Senate when Richard M. Nixon first came there in 1951 and drew a seat in the rear row, third from the end on the Republican side of the aisle.

In front of Nixon was the seat of Senator Henry Cabot Lodge, Jr., who soon would be spearheading the drive to run General Dwight D. Eisenhower for President.

Nixon and Lodge became quite friendly—a fact that was to help Ike in winning California delegates and Nixon in winning the Vice-Presidency.

Nixon drew Room 341 in the Senate Office Building—which is on the same floor but the next cor-

ridor from his present Vice Presidential office. At that time Senator John W. Bricker of Ohio, who was to move to another room, was not quite ready to vacate.

"You know how busy Nixon keeps," said Nixon's then secretary, William A. "Bill" Arnold. "There we had all our files and furniture in the corridor. Nixon went right on working as usual in the corridor and we had to run constantly in and out of Bricker's office to use his phones."

The coming Presidential campaign overshadowed the session. Nixon, however, as a member of the Senate Committee on Expenditures in the Executive Department (later to become the so-called McCarthy committee) was remembered for his vigorous questioning of Newbold Morris and profits on the sale of some former government ships.

In the spring or early summer of 1951, Nixon went abroad with Senator Herbert Lehman of New York as Senate-appointed delegates to the World Health Congress at Geneva. On his way back, Nixon stopped in at SHAPE headquarters in Paris to visit NATO Commander Dwight D. Eisenhower.

#### FIRST MEETING

This was the first and only meeting until they met about a year later at the Convention in Chicago. The Paris meeting lasted about a half-hour and Nixon, like all visitors to NATO headquarters, came away mighty impressed by Ike.

The Chicago meeting was at the Knickerbocker Hotel, headquarters of the California delegation. Ike, like Presidential candidates Taft and Stassen, came in his turn to meet the delegation. Nixon, along with his Senate colleague, William Knowland, went down to the street to meet and escort Ike.

There is controversy over the history of Nixon's role in the California delegation, the second largest at the Convention. All its delegates were pledged, on their California ballot, to Earl Warren, then California Governor and now Chief Justice of the United States.

Warren was a serious second bet for the Presidential nomination in the event of a deadlock between the Taft and Ike forces. He needed the California delegation to stick with him.

While Warren himself will say nothing on this period of the Presidential battle, there are Warren fans who believe Nixon pulled the rug on Warren by preparing to lead a bloc of southern California delegates to Ike after the first ballot.

These Warren fans contend there were blocs of votes in many of the state delegations that were seeking a winner and were ready and eager to swing to Ike after the first ballot.

As the Ike nomination developed on the convention floor, Nixon's bloc of southern California delegates—while a help to the psychology of a swing to Ike—were not necessary to win Ike the nomination. Ike won the nomination when a sudden move started to amend the first ballot. The votes that actually put Ike across were supplied by Stassen's Minnesota delegation.

But Nixon's Southern California bloc was there and willing, and the importance of their readiness to swing to Ike has been acknowledged by Ike's campaign manager, Henry Cabot Lodge, Jr. The sig-

nificant part of the California break toward Ike was that the Ike camp felt Nixon's Senate colleague and rival, William Knowland, favored Taft.

The California delegation was near the Massachusetts delegation on the convention floor. After Ike's nomination, Nixon walked over from the California to the Massachusetts delegation to sit down with Senator Leverett Saltonstall.

"Ike's virtually an Easterner, you know," said Nixon. "So I suppose they'll be looking for a running mate from the Western part of the country—from out my way."

(Continued on Next Page)

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Maybe Nixon was trying to direct the Vice Presidential lightning his own way, although Nixon was reported to have said the day before Ike's nomination:

### NIXON'S PURPOSE

"I'm too young to be retired from the Senate."

Whatever Nixon's purpose, all the available evidence is that the Vice Presidential nomination did come to him as a surprise. Deputy Attorney General Rogers, Nixon's closest friend, recalls that on the night before Nixon's nomination, he was out at the Stockyards Inn, adjoining the convention hall.

"Dick, Bert Andrews and myself were in a group upstairs," said Rogers. "The afternoon papers, for the first time, had carried stories about Nixon being a possibility. We kidded about it. I don't think Dick had any thought that he had a chance."

Some folks in Chicago did have a solid clew.

Among them was Maxwell M. Rabb, Boston attorney, former secretary to Senators Lodge and Weeks, later right-hand man to Presidential chief-of-staff Sherman Adams. Now he is secretary to the Cabinet. At that time Rabb was Ike's campaign manager, Lodge's right-hand man and had worked from the start to get Ike to run. Rabb knew the night before that Nixon was in.

Presidential Nominee Eisenhower, newcomer to Presidential conventions, actually did not realize that it was his traditional prerogative to name his running-mate. When that news was given him by his campaign managers at the Blackstone Hotel in Chicago,

Ike merely expressed the desire that a young man be chosen.

So the campaign managers went back across the street to their inner sanctum at the Conrad Hilton Hotel and started going over the possibilities. The campaign managers in this steering group included Lodge, the campaign manager; Herbert Brownell, the campaign strategist; and Governor Thomas E. Dewey of New York.

Names on their list included Dewey, Lodge, Stassen, Senator Everett Dirksen of Illinois, Governor Driscoll of New Jersey, Senator William Knowland of California, Senator Nixon and Senator Robert A. Taft, who had just lost the Presidential nomination.

Various things ruled out the different names. The Taft men, Dirksen and Knowland, were scratched because of the bitterness of the Taft-Ike convention battle. Lodge ruled himself out for the same reason. Dewey, who had twice been Presidential nominee, was not interested in second place. Taft himself emerged as the real rival to Nixon.

Dewey was favorable to Nixon. Dewey had been impressed by a speech Nixon delivered in New York on May 8, a couple of months before the convention. Nixon had argued that only the Republican Party could save the country from the "mess" he attributed to the Democrats.

The decision of the three—Lodge, Brownell and Dewey—fell on Nixon.

The three went back to the Blackstone and told Ike their decision. Soon after a group of about 30 of the leading Ike supporters were invited to a meeting at the Conrad Hilton on the matter of deciding—so they thought—who should be Ike's running mate. This was so neatly handled that by a show of hands the decision of the 30 fell on Nixon.

Many of those who attended this larger "selecting" meeting of 30 finally told their friends: "Actually, Nixon was already picked when we got there."

Meantime Brownell tried to reach Nixon—and had a little (Continued on next page)

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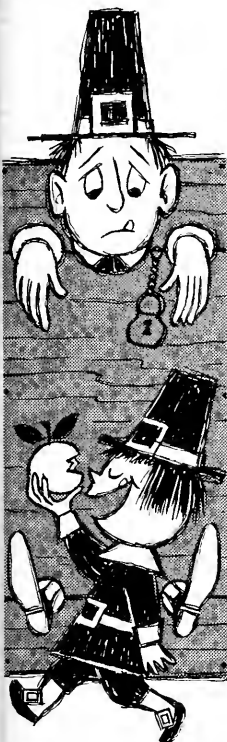
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trouble finding him. Rogers said that Nixon spent the night at the Convention Hall. Brownell finally got him and told him, "Ike wants you as his running-mate." Nixon not shaved. He had to shave, get dressed and find a cab to come back into town.

Nixon went to the Blackstone, up to Ike's room and there was greeted by Ike: "You were on top of my list."

It was only the third time the two men had ever met.

Within a few hours Ike, Mamie, Nixon and Pat, the GOP ticket couples, were on the stage of the huge convention hall — where Nixon had just been nominated — and were waving to the deliriously shouting throng that jammed the intensely lighted building.

Next highlight was when the ticket leaders started off on their campaign swings around the country.

#### FRIEND ROGERS

With Nixon, on his train, was his intimate friend from the early days of the Alger Hiss case—"Bill" Rogers, who was to be at his side, advising and helping when Nixon's whole career — with the shocking unexpectedness of a lightning flash on a sunny day—was plunged into danger by what Nixon friends now call "the troubles."

Nixon himself was to overcome this danger in a TV broadcast about which controversy still lingers. At the time, prior to the broadcast, for the first time in any American Presidential campaign the issue had been raised whether a change should be made in a Presidential ticket—right in mid-stream.

In many quarters the question then was:

"Should Nixon stay on the ticket with Ike?"

But he made his TV speech. Ike liked it and "Dear Dick" stayed on the ticket.

He was elected Vice President—and the grocery boy from Whittier, Calif., recently found himself presiding over the United States Cabinet.

(END OF NIXON STORY)

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(Continued on Page 74)



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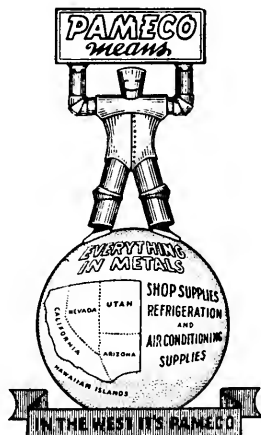
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By HON. GEORGE CHRISTOPHER

Mayor, City and County of San Francisco

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The CITY-COUNTY RECORD salutes this outstanding veteran of more than fifty years of service for his ability, his loyalty, his kindness, his humility, his pleasant philosophy, his unfailing sense of humor, and his great and continuing contribution to the best in city government.



WILLIAM KILPATRICK, Commissioner  
San Francisco Fire Commission

**A**N ORGANIZER AND EXECUTIVE of unusual capabilities, William Kilpatrick is reportedly happy in his latest post as one of San Francisco's three fire commissioners.

Commissioner Kilpatrick was born in 1893 in Portland, Oregon, and reared and educated in Seattle, Washington. He migrated to California in 1918, and in 1940 he moved to San Francisco.

Since 1943, the commissioner has been a member of the Cooks Union Local No. 44, of San Francisco. For the past six years he has held the office of secretary-treasurer. Prior to that he was its recording secretary and business agent.

During the war Commissioner Kilpatrick organized and directed the affairs of the Tenant Council of San Francisco, Inc., an organization formed to cooperate in the enforcement of rent control.

Commissioner Kilpatrick has one son, a teacher in the Lincoln High School.

The Kilpatricks live at 2491 24th Avenue, San Francisco.



WALTER H. DUANE, Vice President  
San Francisco Fire Commission

**W**ALTER H. DUANE'S LEGAL BACKGROUND should prove an invaluable asset in his responsible post as commissioner of the San Francisco Fire Department.

Perhaps Mayor George Christopher had this in mind when he appointed this well known San Franciscan.

Commissioner Duane was born and reared in San Francisco. He attended the public schools and obtained his law degree from the San Francisco Law School. He was admitted to the California Bar on Nov. 7, 1911, and has been practicing his profession since that time. On Oct. 28, 1946, he was admitted to practice law before the United States Supreme Court.

Commissioner Duane married the former Rosalind Meyer of Berkeley. The couple have one son, James H Duane, a real estate broker.

He is popular and quite active as a member of the Commonwealth Club, the Press and Union League Club, the St. Thomas Moore Society, the Pacific Parlor of the Native Sons of the Golden West. Also the California State Bar Association, San Francisco Bar Association and the San Francisco Lawyers' Club.

# ARTHUR JOSEPH DOLAN, JR., President

## SAN FRANCISCO BOARD OF FIRE COMMISSIONERS

### "An Investment Banker Who Finds Time to Serve His Native City"

By WILLIAM FLYNN, Record Staff Writer

ARTHUR JOSEPH DOLAN, JR., president of the Fire Commission of San Francisco, is one of those busy men of affairs who can always find time to do a good turn for his fellow citizens.

Professionally he is Vice President and Sales Manager of Blyth & Co., Inc., the San Francisco investment banking firm of such reputation and ability that it was chosen to head the underwriting syndicate that handles the sale of Ford Motor Company stock to the public.

His avocation appears to be endlessly serving on civic committees which are dedicated to the proposition that life can be made more wonderful for those who live in California, and particularly in San Francisco.

The latest of these assignments is president of the Fire Commission during the regime of Mayor George Christopher. The duties and responsibilities of the appointment were accepted last January because it was Dolan's belief that if one talked about supporting a new mayor, he should do something about it in the way of service when requested to do so by the individual he had helped elect.

#### COMMISSIONERS

The Board of Fire Commissioners has little to do with actual fire fighting. It is no reflection on members of the Commission to point out that they would be more of a hindrance than a help if forced into service on the firing line.

Fighting fires is strictly a job for the professionals.

But there is more to running a fire department than merely shooting a flaming building full of holes with a high pressure stream of water.

The Commission is the representative of the citizens in a field of highly skilled professional activity. They are the individuals who weigh the potential dividend against the tax-payers ability to pay when new equipment is considered, usually in multi-million dollar lots such as fire houses, to say nothing of the apparatus which they house, and kindred requirements.

Then there is the matter of personnel supervision and discipline

that sometimes involves convincing the uniformed personnel that, after all, they are working for the taxpayers and not vice versa.

This latter is no mean assignment and requires no mean skill and force of responsibility. The members of the Fire Department of San Francisco are a tightly knit group with well qualified and vigorous representation at the City Hall, the spokesmen selected from the ranks of the department.

But, on the basis of six months performance of duty, it appears that Dolan and other Christopher-appointed members of the Commis-



THOMAS W. MCCARTHY  
Secretary, S. F. Fire Commission

sino are equal to the task imposed upon them.

As Dolan is president of the administrative board, it may be considered that he is the "pick" of the Christopher commissioners.

Arthur Joseph Dolan, Jr., was born in San Francisco on April 28, 1908, the son of Arthur J. Dolan and Anna C. Regan Dolan, both natives of San Francisco. His father was a member of the San Francisco police department



TYPICAL OF EXCELLENT RECONSTRUCTION, S.F.F.D.

Reconstructed quarters of Engine 39, Truck 15 and Tank Wagon 12, located at 1091 Portola Drive, completed May 1953.

who won considerable fame as the rescuer of would-be drowning victims at the Beach.

Although the elder Dolan could not swim, he was able to perform his feats of heroism by riding his horse into the water to snare potential victims of the breakers.

Arthur Joseph Dolan was educated in the public schools of San Francisco. He was graduated from Lowell High School, and studied at Columbia University in New York. In 1928 he went to work for F. M. Brown & Co., as an office boy and has been in finance ever since.

And rather successfully, too.

#### KEY EXECUTIVE

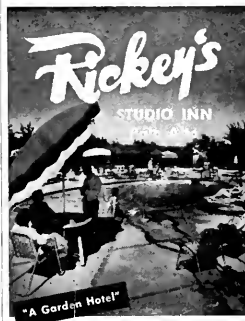
One of the key executives of Blyth & Co., Inc., Arthur Joseph Dolan has played an influential hand in the building of the Pacific Coast to its present status which has astonished the nation if not the world.

The basis of California economy is agriculture and industry. Sometimes it is rather difficult to determine whether agriculture is of

the conventional type or should be classified as an industry.

None of these activities could have been undertaken without the lubricant of money, in many cases

(Continued on next page)



4 FAMOUS RESTAURANTS  
Palo Alto, San Francisco and Stonestown, California

## ARTHUR JOSEPH DOLAN, JR.

(Continued from page 9)

"risk" capital whose acquisition required a bit of salesmanship by those proposing the operations.

Financing houses have to consider this enthusiasm, measure it against the practical facts of life, and then find the buyers for the securities that will be exchanged for cold cash.

The success of Blyth & Co., Inc.,

work. Despite the limiting factor of 24 hours in a day, Arthur Joseph Dolan found time to be active in civic affairs.



EDWARD P. WALSH

Chief, S.F.F.D.

Jan. 2, 1948 — Aug. 21, 1953

The roster of his participation in such activities included:

"Joined San Francisco Junior Chamber of Commerce in 1935; became president in 1939. Served as a member of the Board of Di-



A. J. GALLI

Deputy Chief, S.F.F.D.

Veteran Department Member of Outstanding ability and background

rectors of the San Francisco Chamber of Commerce in 1940.

"Served as a member of the Employers' Council in 1940.



A NEW SAN FRANCISCO FIRE HOUSE

This commodious structure located at 655 Presidio Ave. houses Engine 26 and Truck 5, replacing former home at 3767 Sacramento St., which was declared unsafe.

"Was founder of the Big Brother Movement supported by the Junior Chamber of Commerce in 1938, with the program providing personal guidance and assistance to teen-age boys from broken homes.

"Founder of the Volunteers for Better Government which encouraged young men to seek public office and financed their campaigns in 1945.

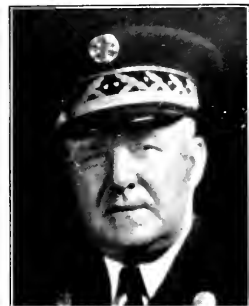
"Appointed a member of the Bay Area Rapid Transit Commission by Governor Earl Warren in 1950.

"From 1948 to 1952 was director of the St. Francis Homes Association, a non-profit organization formed by property owners in San Francisco. Served as president during 1952.

"Director of the Junior Achievement Program which is supported by private subscription to teach high school students the workings and principles of the private enterprise system. Began service in 1955.

"Served as judge of Bank of America Awards Commission, during 1956, which provided cash scholarships to high school students under the Junior Achievement program.

(Continued on Page 30)



CHARLES J. BRENNAN

Chief Engineer, S.F.F.D.

Nov. 8, 1929 — March 17, 1943

may be measured in this informal summation:

"Leading investment banking firm on the West Coast and one of the largest in the United States. Some of the largest financing done by Blyth & Co., Inc., which has helped employment and growth of the West are:



ALBERT J. SULLIVAN

Chief Engineer, S.F.F.D.

March 17, 1943 — Jan. 21, 1948

"Crown Zellerbach Corporation; Pacific Gas & Electric Company; Diamond Match Company; Morrison Knudsen Company, and Fireman's Fund Insurance Company."

An individual does not become vice president and sales manager of an organization that has such clients without ability and hard

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# THE SAN FRANCISCO FIRE DEPARTMENT YESTERDAY AND TODAY

By CAPTAIN LOUIS HAGE  
Historian, S.F.F.D.

**IT HAS BEEN** said, "All things must have a beginning and all beginnings have a cause." The San Francisco Fire Department came into existence as the result of the disastrous fire on Christmas Eve, December 24, 1849.

Up to the year 1847 the village of Yerba Buena, led a very quiet existence; it was in that year that the name Yerba Buena was changed to San Francisco. There were only about fifty houses in the whole town, most of which were single story buildings constructed chiefly of adobe and were scattered irregularly over the space lying between the foot of Telegraph Hill and Happy Valley. The whole population numbered 375 persons. The first fire on record was a brush fire January, 1847.

When, in 1848, the news of the discovery of gold was spread around the world, it destined the



FREDERICK D. KOHLER

First Chief Engineer, SFFD. Elected in 1850 and served until his term expired, November 3, 1851.

that were not at the mines were busy selling to the miners. The making of money, fast, was the only thought; no one gave heed to protect what they had. But fate was to stop this greed for gold in the form of the first great fire which occurred December 24, 1849, destroying all the business sections, fifty buildings and \$1500,000 loss. Rebuilding started immediately; ashes were still hot as the buildings were being rushed and put together; the magnificent rentals could not be allowed to lie idle. The population at this time had increased to 25,000, and there has not been a piece of fire fighting equipment to fight the fire, but it did cause numerous influential citizens who had been Atlantic firemen to hold a meeting for taking steps to establish a Fire Department.

In January, 1850 the first Chief Engineer, Frederick D. Kohler, was appointed, with instructions to proceed to permanently organize a suitable fire department. June 24, 1850, an Ordinance was drawn up which was to govern the department and on July 1, 1850, went into effect, this day being the birthday of the San Francisco Fire Department. On the above date the Town Council appropriated funds to build the first cisterns. At this time there were three small hand-operated fire pumps consigned to be shipped for pumping out the flooded mines. They were transferred and



THE FIRST FIRE ENGINE USED IN SAN FRANCISCO

Engine No. 49, built in New York City in the year 1820, for Martin Van Buren, President of the United States. It was brought around Cape Horn to San Francisco in the year 1849.

used as the first three volunteer fire companies, named "San Francisco," "Empire" and "Protection." These little engines were soon brought into action in the "Second" and "Third" great fires, May and June, 1850, but were handicapped for lack of hose and water supplies as the small cistern soon ran out of water. Hose at that time was made of buffalo hide two inches in diameter and riveted into fifty foot lengths.

The extraordinary frequency of these fires suggested the hand of an incendiary as to the origin of many of them. So strongly had this feeling taken possession in the minds of the people that on each anniversary of the "Great Fire," May 1851, and for several years after, the approach of the day was looked upon with fear, until the ill omen day had passed. Three more times was the city burned down, September 17, 1850, May 4, 1851 and June 22, 1851; these fires ruined many business men that had previously withstood the other fires. The people were now fire conscious and tried to correct it by better types of buildings, water supplies and better equipped fire department. In 1853, fifty large public cisterns were in use and others under construction and many private cisterns; the fire department had now grown to fourteen well supplied hand engines, three hook and ladder and several hose companies. The first fire insurance company, the Liverpool, London and Globe Co., opened for business, followed by other companies.

The first horse-drawn fire apparatus was "Pennsylvania 12"; they took their span of greys out for a test run August 19, 1863. The population was now 100,000 and the people were supporting the fire department, the supplies were improved and a system of hydrants were installed in 1858. The first Fire Marshal, E. E. Bucking-

ham, was appointed May 6, 1864.

Such were the fire companies of San Francisco as they gradually grew up and as they existed up to 1866, when the volunteer system was superseded by the paid department, December 1, 1866, at midnight. During the 16 years of existence it had won high praise for the splendid service under such great difficulties. The same year the alarm telegraph system was



GEORGE H. HOSSEFROSS

Third Chief Engineer, SFFD. Elected December 6, 1851, and served until his term expired October 1, 1853.

inaugurated, doing away with the fire watchers in their towers and the bells tolling the number of strokes for the location of fire. It was about this time the steam engine was coming into use.

The Paid Department consisted of one Chief Engineer, two Assistant Chief Engineers, one Corporation Yard Keeper, six steam engines, each to have one foreman, one engineer, one driver, one stoker and eight extra men. The hook and ladder same as above with the exception of engineer and stoker but one tillerman and

(Continued on next page)



F. E. R. WHITNEY

Second Chief Engineer, SFFD. Elected November 1851. Served for a few weeks only, and as first Chief of the paid Fire Department.

little known village to become one of the largest seaports in the world. In January of 1849, there arrived at least three times as many immigrants in San Francisco as the entire population of the surrounding area, bringing the population up to 16,000, so it can be easily imagined what types of shelter mushroomed up to house these people, tents, frame shanties covered with canvas and burlap and any stray piece that would afford shelter. Immigrants were arriving so fast that at one time there were 400 sailing vessels in the harbor, most of them abandoned by their crews, which had left for the mines. For lack of stores, merchandise cluttered up the shores and were piled right along walks and sides of buildings, creating good fuel for the fire which was soon to come. Those



**THE LIFE OF A VOLUNTEER FIREFMAN**  
The fire. "Now, then, with a will! Shake her up, boys!"

twelve extra men and three hose companies, one driver, one steward and six extra men. At this time the hose in use was made of Gum Rubber. In July 1877, a fireboat company was organized, using the tug Gov. Irwin.

In 1900, Civil Service was adopted, which greatly improved the morale and organization. Year by year new companies were added as the population increased, new methods were adopted to control new hazards. On the morning of April 18, 1906 at 5:14 A.M. the great earthquake and fire, razed most of the city again, the fire burned for three days out of control for lack of water as the quake had broken the water mains feeding the hydrants; 4.7 square miles

in emergency and also a high pressure system used only by the fire department which will supply 15,000 gallons a minute at a very high pressure, with 108 miles of water mains, unlimited water supply from reservoirs and lakes backed up by two pumping stations capable of supplying 24,000 gallons per minute. San Francisco has no equal as to a water supply for fighting fire. Motor apparatus began to replace the horse drawn equipment early in 1912 and was completely accomplished in 1921. The last fire horse left the company stables in the latter part of 1921.

Year by year, as the city has progressed, so has the San Francisco Fire Department advanced in



**VETERAN FIREFMEN'S PARADE**

Veteran firemen from different companies parading the streets of San Francisco in the year 1899, during the reception tendered the California Volunteer Troops upon their return from the Philippines.

were burned, 478 known dead and property loss of \$350,000,000. Again the city learned a lesson and from it constructed one of the best water systems in the world, so designed should a man break it can be shut off and by the use of gridiron lid system, a by-pass can send water to the shut down section. Cisterns holding 75,000 gallons and more were installed in different parts of the city for use

the method of fighting fires and the protection of life and property. The Central Fire Alarm Station located in the center of Jefferson Square, is isolated from all other buildings makes it immune from the dangers of a general conflagration; through it is received and dispatched alarms of fire. The office has normally five sources of current supply. In case of com-

(Continued on Page 38)

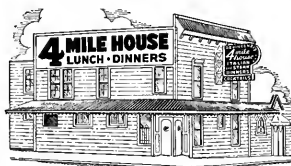
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**PUMP REPAIR SERVICE CO.**  
Pumping Equipment — New • Rented • Repaired • Installed  
690 TENNESSEE STREET  
SAN FRANCISCO 7, CALIF.

## Division of Fire Prevention and Investigation Of the San Francisco Fire Department

BY CARL F. KRUGER  
Chief of the Division

**FIRE UNDER CONTROL PERFORMS COUNTLESS FUNCTIONS**  
for the comfort and welfare of all men. Uncontrolled, it is mankind's relentless enemy.

No one's person or property is immune from the ravages of fire. The grim record shows that on land or sea or in the air, at any moment of the day or night, fire exacts its toll of death and destruction.

In our modern world, various processes used in manufacturing, development of new materials, usage of highly volatile inflammable liquids and gases as a means of producing light, heat and power have increased the potential fire hazard.

From the early days of civilization all men have become fully aware of the ravages of their common enemy, and have adopted every means possible to prevent and combat fire.

Fire prevention, fire protection and fire fighting, through necessity, have become some of the most essential professions in the protection of life and property.

The Fire Department, dedicated to eternal vigilance, maintains a higher degree of efficiency and morale and is forever at the service of our people.

San Francisco received its baptism by fire.

More than once our city arose from the ashes with an indomitable spirit to build our fair city to-day. With wisdom attained by experience our citizens have provided

rence Casserly and George Ryst, and Lieutenants Gene Pera, and Vilda Hanes.

The Bureau of Fire Investigation is composed of one Lieutenant and seven investigators. Lieut. George Kelly is in charge of this bureau.

San Francisco is divided into 24 Inspection Districts with one Inspector covering each district.

Four Inspectors are on special assignments. They are assigned to the inspection of hospitals, places of public assembly, storage facilities of flammable and other hazardous occupancies.

Lieut. Kelley and seven Investigators work in teams of two. Lieut. Kelley and I are subject to emergency calls any time of the day and night. We are called when fires appear to be of suspicious origin.

The Division maintains the official fire record which is of public access and is invaluable in improving knowledge of fire prevention.

The officers and members of the Division of Fire Prevention and Investigation are subject to recall duty in the event of large fires or other emergency.

An important function of the division is educating the public in fire prevention.

We maintain a speakers' staff. Throughout the year these trained speakers visit public schools, Ser-

vice clubs, business establishments and various organizations and acquaint our citizens with the importance of knowing how to prevent fires.

In keeping with our educational program we have had published a pamphlet handsomely illustrated with pictures depicting some of the big fires that have cost our City millions of dollars in damages not to mention heavy losses in life to our fire-fighters and San Franciscans.

We encourage civilians to visit our Fire Stations. Behind the fire stream are hours of training of personnel, constant drills in all types of fire fighting equipment, classes for instruction in the chemistry of fire and many phases of operation.

Carelessness causes 80 percent of fires.

Knowledge of Fire Prevention is a moral requirement.

Do not delay in reporting a fire. Remember—there is no truce with fire.

These are a few pointers we in our Fire Prevention program.

I can proudly say we have one of the best Fire Departments in the country; modern in every detail and with a corps of efficient and well-trained men—men and officers who take a great pride in their work.



CARL F. KRUGER  
Chief, Division of Fire Prevention  
and Investigation. SFFD

fighting facilities second to none.

The Division of Fire Prevention and Investigation is divided into two sections. The Fire Prevention Bureau is supervised by two captains and three lieutenants, and is composed of 28 inspectors. The officers in charge are Captains Law-

Established 1939

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Knee Action Service



BRAKES  
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ENGINE CO. 35, TRUCK CO. 8, TANK WAGON 8

36 Bluxome Street, between 4th and 5th Streets

Constructed by the W.P.A. in 1939, this station is also headquarters of Battalion District No. 3

JOE JUNG'S  
Indo-China Restaurant  
263 O'Farrell San Francisco

JOSEPH BANOVIICH  
Structural Steel Erector  
85 Elmira St. DELaware 3-6929

Amthor & Co., Inc.  
Furniture - Paint - Wallpaper  
1138 Sutter St. San Francisco 9

### Douglas Mobile Station

2500 IRVING Cor. 26th AVE.  
SE. 1-9924  
San Francisco

### John's Shell Service

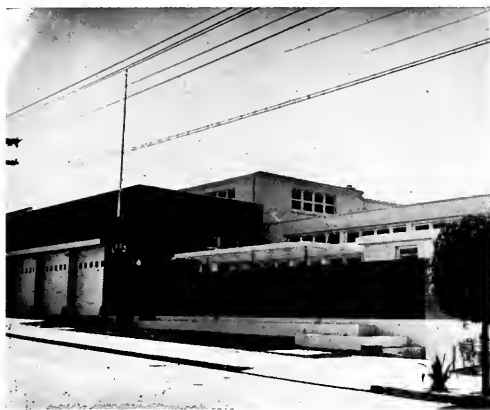
BUCHANAN & GOLDEN GATE  
JO. 7-9986  
San Francisco

W & W MARKET  
304-306 VALENCIA STREET  
San Francisco

Jack's Restaurant  
615 SACRAMENTO STREET  
San Francisco

NATIONAL CARBON  
22 BATTERY STREET  
San Francisco

A and A Service  
4400 MISSION STREET  
San Francisco



TRUCK COMPANY 18

Built in 1951, this is one of the Department's most modern and beautiful fire stations. Also located therein are Tank Wagon 15 and Hose Tender 9. The Battalion Chiefs of District 8 have their headquarters here.

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1301 SO. VAN NESS AVE.

MI. 7-1336

## SAN FRANCISCO FIRE DEPARTMENT LOCATION OF FIRE HOUSES

### ENGINE COMPANIES

1. 451 Pacific Ave.
2. 460 Bush Street
3. 1067 Post Street
4. 676 Howard Street
5. 1340 Powell Street
6. 256 - 7th Street
7. 2160 Sixteenth Street
8. 1648 Pacific Avenue
9. Foot of Harrison Street
10. 2300 Folsom Street
11. 1295 Shafter Avenue
12. With Engine 1-T.
13. 1458 Valencia Street
14. 1051 McAllister Street
15. 2150 California Street
16. 909 Tennessee Street
17. 416 Jessie Street
18. 1298 Girard Street
19. 1300 Fourth Street
20. 2239 Greenwich Street
21. 1132 Oak Street
22. 1348 Tenth Avenue
23. 3022 Washington Street
24. 100 Hoffman Avenue
25. 3305 Third Street
26. 655 Presidio Avenue
27. 135 Sanchez Street
28. 1814 Stockton Street
29. 299 Vermont Street
30. Buckingham & Winston (Stonestown)
32. 194 Park Street
33. 117 Broad Street
34. 101 Turk Street
35. 36 Bluxome Street
36. 551 - 26th Avenue
37. 2501 - 25th Street
38. 2098 San Jose Avenue
39. 1091 Portola Drive
40. 1145 Stanyan Street
41. 1088 Green Street-T
42. 2460 San Bruno Avenue
43. 724 Braggi Avenue
44. 3816 - 22nd Street
45. With Truck 18-T
46. 441 - 12th Avenue
47. 449 - 41st Avenue
48. 798 Wisconsin Street
49. 2155 - 18th Avenue

### RESCUE SQUAD

1. Located at Truck Co. No. 1.

### UTILITY SQUAD

1. 1445 Ellis Street-T

### BUREAU OF EQUIPMENT

840 Octavia Street

### TRUCK COMPANIES

1. 420 Jessie Street
2. Housed at Eng. Co. 5
3. Housed at Eng. Co. 8
4. Housed at Eng. Co. 8
5. Housed at Eng. Co. 34
6. Housed at Eng. Co. 27
7. Housed at Eng. Co. 10
8. Housed at Eng. Co. 35
9. Housed at Eng. Co. 37
10. Housed at Eng. Co. 26
11. 315 Duncan Street
12. Housed at Engine Co. 40
13. Housed at Eng. Co. 4-T
14. Housed at Eng. Co. 36
15. Housed at Eng. Co. 39
16. Housed at Eng. Co. 20
17. Housed at Eng. Co. 11
18. 1935 - 32nd Avenue

### TANK WAGONS

1. Housed at Eng. Co. 28
2. Housed at Eng. Co. 34
3. Housed at Eng. Co. 2
4. Housed at Eng. Co. 14
5. Housed at Eng. Co. 40
6. Housed at Eng. Co. 20
7. Housed at Truck Co. 11
8. Housed at Eng. Co. 35
9. Housed at Eng. Co. 27
10. Housed at Eng. Co. 38
11. Housed at Eng. Co. 10
12. Housed at Eng. Co. 39
13. Housed at Eng. Co. 46
14. Housed at Eng. Co. 11
15. Housed at Truck Co. 18

### FIRE BOATS

1. Housed at Eng. Co. 9

### WATER TOWERS

1. Housed at Eng. Co. 4
2. Housed at Eng. Co. 29
3. Housed at Eng. Co. 29
4. Housed at Eng. Co. 3

### ASSIGNMENT OFFICE

Jefferson Square Park

### SAVAGE CORPS

1. Housed at Eng. Co. 6
2. Housed at Eng. Co. 27
3. Housed at Eng. Co. 41-T
4. Housed at Eng. Co. 10

T-Temporary Location

## Harry's Texaco Service

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Lubrication

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Valencia 6-4303

## RICH PIE SHOP

1980 Oakdale Avenue

SAN FRANCISCO

## Houghton's Associated Service Station

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**PLAY BALL.** On their way to the baseball game at Seal's Stadium July 4 are shown a quartet of top brass of the San Francisco Police and Fire Departments. Crossing ball park from left to right are: Police Capt. John Engler, Police Chief Frank Ahern, Fire Chief Frank P. Kelly and Fire Marshal Carl Kruger.

## Annual Fire-Police Baseball Game Goes Over Top!

Some 2,400 San Francisco children in orphanages, foster homes and those wards of the Court, will again this year enjoy a happy Christmas—as the result of the Fire-Police charity baseball game played July 4 at the Seals Stadium. The Firemen, champions for 1956, won 7-2.

Each child will receive a \$5 Christmas gift certificate with which it can purchase a gift of its own choice. So far, about \$132,000, proceeds from nine games played between the fire laddies and gendarmes, has been raised for the underprivileged youngsters.

Committee of arrangements was chairmanned by Arthur J. Dolan, Jr., president of the Fire Com-

mission. Some 17,000 tickets were sold for this year's baseball duel, according to Fire Marshal Carl Kruger, who was in charge of the ticket selling for the Firemen. Police Capt. John Engler was in charge of the police tickets. Lieut. Mike Switzer managed the fire laddies nine while Patrolman Eugene Gibbons piloted the police ball tossers.

Mayor George Christopher, Fire Chief Frank Kelly and Police Chief Frank Ahern expressed gratitude to the public for supporting this worthy cause. The baseball players also came in for warm praise from Chief Kelly and Chief Ahern and the city's chief executive.



## CHAMPIONS OF 1956

Depicted above are the San Francisco Fire Department's baseball team, managed by Lieut. Mike Switzer of Engine Company No. 10, which beat San Francisco's police team by the score of 7-2 July 4 at Seal's Stadium. A large crowd attended the ninth annual grudge contest.

Standing in rear row, (left to right), are Fire Marshal Carl Kruger, John Reed, Bill Hutchinson, Ed Dunn, John Vick, Joe Polich, Frank Lopez, Jack Rial, Bob Blengino and Fire Chief Frank Kelly.

Kneeling, from (left to right), are Lieut. Mike Switzer, manager of the 1956 champions; Bob Sheehy, Lieut. Don Beck, Dickie Pera, Nick Canulli, John Hernandez, Jack Jones and Pete Deas, assistant manager.

Mascots of the team, (left to right), Jack Switzer, son of the team's manager; Tom Dunn, Bill and Eddie Deas.

(Photo by Fire Lieut. Gene Pera)

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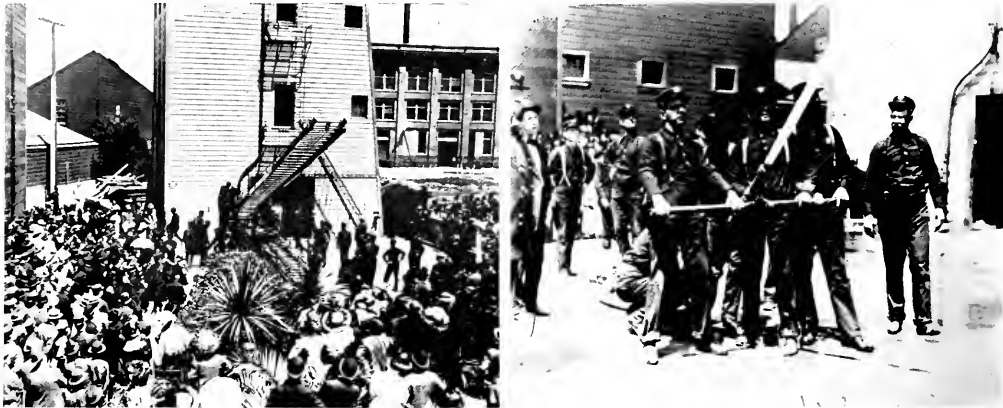
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PANORAMA OF TRAINING-S.F.F.D.



Above photos of training scenes were taken in 1910 at the old wooden drill tower adjacent to the former quarters of Engine 10, near 17th and Treat. Old aerial truck at left, and three-way at right.



Top, left: Ladder drill at Drill Tower, Nineteenth and Folsom Sts. Top, right and above, left—Two scenes during the Richfield Oil Co. telecast of "Success Story" on KGO-TV last April 19th. on which the Training Division was featured. Above, right: Shutting off a new type gas service connection—one of the many training activities conducted at the new Training Center.

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## Women of Distinction

### GRACE BALL

Grace Ball Secretarial College

By Record Staff Writer

**I**N THE HEART OF DOWNTOWN SAN FRANCISCO, overlooking one of its busiest corners—Powell and Sutter Streets—there is a quiet, orderly place which pulsates, nevertheless, with purposeful activity. This is the Grace Ball Secretarial School, presided over by the gracious, dignified woman whose name has become synonymous with efficient business training.

Many an important business executive would find his days far more burdensome without the help of a good secretary. If she is a Grace Ball graduate, she will be not only adept at stenography, but also intelligently equipped in the approaches to administrative work. Though choice or circumstance may shorten her business career, she still will have contributed much to the outside world, through fidelity to the attitude and precepts of Grace Ball.

#### GIFTED TEACHER

The gifted teacher who makes this possible, Grace Ball herself, was born in Colorado Springs, the daughter of a well-to-do hardware dealer. But wise parents foresaw a time when all might not be so easy, and determined that their two charming and intelligent little girls, Grace and her younger sister, should learn self-reliance, and be prepared to support themselves.

Such a time did come, after their mother's death, when Grace was twenty-one, and had graduated from Colorado College. She went to work at once, teaching penmanship, typing, business English and salesmanship in a Colorado high school. But since she knew nothing at first hand about selling, she decided, characteristically, to learn, and consulted a department store efficiency expert in Denver.

#### RECOGNIZED ABILITY

Recognizing Grace's ability at once, this woman persuaded her to join the staff of the store. The work proved ungenial, however, and young Grace Ball soon went back to teaching, first in the high school in Idaho Falls, but soon, at the invitation of the noted Dr. Ernest L. Lindley, at the University of Idaho, where she became an assistant Professor of Economics.

After four years there, however, Idaho began to seem remote to her, and she felt a strong desire to see California. She fell in love with San Francisco at first sight, as a place to live and work, but was not at first successful in establishing herself here. She started a stenographic central department for American Trust Company, and

In the meantime, the school grew and grew and so did the tall buildings in the financial district around it. The time was ripe for a move to brighter and more spacious surroundings, and the new location has proved a most happy choice.

And what of Grace Ball herself, when she is not supervising the affairs of the school?

Like many busy executives, she likes to leave the city behind her at the end of the working day. She and her sister, Mary, Assistant Executive Secretary of the California

and Rhododendrons.

Grace Ball herself does much of the gardening, followed by the Siamese cat and the red Doberman. She is also an eager and knowledgeable bird lover — she once identified 71 varieties from her front porch in Berkeley.

This extremely well-rounded woman does have occasional duties and pleasures in town. For over six years she served in an important executive capacity as secretary-treasurer of the California Council of Business Schools, doing much to achieve national recognition and support for this group of private business colleges.

#### LOVES MUSIC

Her love of music—she is an accomplished pianist—brings her to an occasional symphony, and she enjoys the theatre. If it weren't for these, she laughingly admits, she could easily be "a stick-in-the mud." In fact, she finds her career and settled home life so satisfying that she has little desire to present to do any further traveling.

But her fame has gone far abroad, for there are Grace Ball graduates in many parts of the world today. In her pleasant office, with its sea-green walls and colorful landscapes, providing such a fitting background for fair-haired, blue-eyed Grace Ball, she presides serenely, but one is still aware that she keeps a steady finger on the pulse of her busy organization. There is no harshness, but neither is there any laxity—the girls know they are there to take full advantage of the best possible business training.

And every one of them knows as well that she has found in Grace Ball not only an inspired teacher, but also an understanding friend. That, perhaps, is the secret of her extraordinary success.

With wisdom and warmth added to her great practical gifts, she has become one of the community's most valued citizens, a leader of recognized ability, whom the City County Record is proud to present as a woman of rare distinction.



### A WOMAN OF DISTINCTION

then put in four years travelling throughout the West for the Rowe Company, publishers of commercial textbooks. There followed a brief period on a research project at Stanford University.

During this period she was associated with Dr. Coover of Stanford University in a research project in Methods of Teaching Typing. During Summer Session at the University of California she gave a course in methods of teaching shorthand and later continued teacher training classes at the Extension Division on Powell Street in methods of teaching typing.

Then a year and a half in the real estate business in Berkeley, and finally a place at the Dorothy Durham Secretarial School in the Russ Building.

Then came the depression. The enrollment fell away to almost nothing, and so did salaries. But Grace Ball, with courage and faith in herself, and a single pupil, opened her own school at 58 Sutter Street, where she stayed until 1954.

Teachers Assn., share a home on a tree-shaded slope in Mill Valley, where they enjoy and appreciate tranquil, informal country living.

The house isn't a big one—five rooms—but all are large, including the kitchen, which is the center of many of the household activities. In the comfortable living room, the sisters enjoy their fine record collection, and do much of their reading. "Somehow or other," says Grace, "the place is always filled up with books." (Any book lover will understand what she means, and how the books often spill over onto the floor.) There are Book-of-the-Month and Record-of-the-Month selections, and the magazines—news journals for keeping up to date on current events, and the flavor and home magazines in which she takes a special delight.

There is a commodious basement, much used for household projects, and a beautiful garden where, under oaks, cypress and Monterey pines, flourish such shade-loving flowers as fuchsias

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# THEIR NEVER-ENDING VIGIL SAFEGUARDS SAN FRANCISCO



## Killed Telephone Operators Handle Busy Board Giving Prompt, Accurate Service Day or Night

THE SAN FRANCISCO FIRE DEPARTMENT answers on the average of 11,300 alarms a year. Speed is one of the most important factors required in relaying the alarm to the 49 engine companies, 18 truck companies, 15 tank wagons and other apparatus.

While the Central Fire Alarm Bureau handles the bulk of this important service in its modern 1407 Fild station on Jefferson, an important and invaluable adjunct of the Bureau is the work done nightly performed by the four women telephone operators.

In the opinion of Chief Dispatcher Vernon W. Clark, a veteran who started with the Central Fire Alarm Bureau 22 years ago, these women do an expert job as telephone operators. They

are alert, quick and know their job when things get tough at their board.

Their work is highly specialized, Chief Dispatcher Clark added. They don't lose a moment's time when someone phones in that their place is on fire. They often have to calm down the man or woman who phones in for the Fire Department. Some excited women would yell over the phone "My house is on fire and forget to give the scene of the fire. The girls have to keep very calm and draw out from the excited and often hysterical person the location of the fire. It's a job that requires skill and it takes plenty of psychological know-how. Not enough praise can be bestowed on these excellently-trained women.

The four telephone girls shown above operate Central Fire Alarm switchboard UN 1-8000. These telephone operators do an outstanding job, serving the public faithfully, efficiently and often under the most difficult circumstances when clear-headedness is essential.

We are proud to present these ladies to the people of San Francisco.

Left to right: Margaret McKay, Myrtle Pastore, Edna Raiford, and standing, Charlotte Martinez.

In addition to the many fire calls by phone which the women operators handle through UNDERHILL 1-8000, they plug in many calls to other city departments. Clark revealed.

The system used here is known as the Manual System, Clark explained. But we also maintain a semi-automatic signal transmission part of the time. Our system is operated by the Department of Electricity headed by Chief Donald O. Townsend.

In addition to Chief Clark, the Central Fire Alarm Bureau employs nine dispatchers, all trained electricians and users of the Morse code.

The Bureau also uses radio in its operations.

To report a fire, Chief Dispatcher Clark stressed that the public dial UNDERHILL 1-8000 "for fires only." The reason he gave was that this number reaches the dispatchers' desk directly and saves another relay and time.

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The women operators are Edna Raiford, a pleasant and personable woman with a clear and friendly voice who has held down her job since 1927. Other operators are

Photo: especially for City-County Record

Margaret McKay, Charlotte Martinez and Myrtle Pastore. They work a five-day week and on three different shifts over a period of 22 days.

"Quite a strain on the girls," remarked Clark, "but they love their work. It's different from the ordinary type of phone work—full of drama most of the time."

San Francisco maintains 70 fire-alarm circuit lines. Clark disclosed. On these lines are operated 1,840 fire-alarm boxes.

False fire alarms total on the general average of 2,300 a year; still alarms total 6,000 of which 3,000 may come in via the Fire Alarm Telephone Exchange and the other 3,000 direct to the dispatchers.

"Every conceivable kind of emergency apparatus is employed at the Central Fire Alarm Bureau," Chief Clark said. "You know, these different and delicate instruments also get sick—just like human beings—and they have to be treated. So while they are being repaired, the emergency or utility apparatus is automatically put to work."

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 SIDNEY HARRINGTON KESSLER, Confidential Secretary  
 MRS. PATRICIA CONNICH, Personal Secretary  
 GEORGE J. GRUBB, Administrative Assistant  
 JOHN D. SULLIVAN, Public Service Director

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**WILLIAM C. BLAKE, 2d**, Malibon Way, ☐ 23 JO 7-3755, 1-8-58

**CASEY, JOSEPH M.**, 215 City Hall, HE 1-2121, Ex. 187, Res. 1047 Baker St., WA 1-1548, 1-8-60  
**HAROLD S. DOBBS, 31**, 141 California St., ☐ 4, GA 1-4609, Res. 1601 Monterey Blvd., LO 4-1141, 1-8-60

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**J. EUGENE McATEER, 206**, Jefferson St., ☐ 23, PR 1-477, Res. 130 Santa Ana Ave. ☐ 27, LO 4-2464, 1-8-58

**FRANCIS J. McGRATH, 220**, Montgomery St., EX 2-3475, ☐ 4, Res. 3234 Divisadero Street, ☐ 23 FI 6-0902, 1-8-58

**MRS. CLARISSA SHORTALL McMAHON, 703**, Market St., ☐ 2, YU 6-6448, Res. 1849, 28th Ave., ☐ 22, SE 1-1552, 1-8-60

**JAMES SULLIVAN, 31**, West Portal Ave., OV 1-5010, Res. 2558, 17th Ave., OV 1-0861, 1-8-58

**HENRY R. ROLPH, 310**, Sansome St. YU 6-0700, Res. 2626 Lyon St., WA 1-8168, 1-8-58

**JOHN R. McGRATH, Clerk of the Board**, HE 1-2121, Ex. 284  
**ROBERT J. DOLAN, Chief Assistant Clerk**

## STANDING COMMITTEES

(First named Supervisor or Chairman of the Committee)  
**COMMERCIAL AND INDUSTRIAL DEVELOPMENT**—Sullivan, Blake, Casey  
**COUNTY, STATE AND NATIONAL AFFAIRS**—Halley, Erola, Dobbs, McAttee  
**EDUCATION, PARKS AND RECREATION**—McMahon, Casey, Dobbs  
**FINANCE, REVENUE AND TAXATION**—Dobbs, McAttee, McMahon  
**FINANCIAL, LEGISLATIVE AND CIVIL SERVICE**—McAttee, Halley, Rolph  
**POLICE**—Casey, Blake, Sullivan  
**PUBLIC BUILDINGS, LANDS AND CITY PLANNING**—Rolph, Dobbs, McAttee  
**PUBLIC HEALTH AND WELFARE**—Erola, Sullivan, McAttee  
**URBAN UTILITIES**—McAttee, Erola, McMahon  
**STREETS AND HIGHWAYS**—Blake, Halley, McAttee  
**TRAFFIC**—Erola, Dobbs, Halley

## ASSESSOR

**RUSSELL I. WOLDEN, 101**, City Hall, ☐ 2 KL 1-5159, 1-8-59

## CITY ATTORNEY

**JOHN R. McGRATH, 215**, City Hall, ☐ 2, HE 1-1322, 1-8-58

## DISTRICT ATTORNEY

**THOMAS C. WILSON, 11**, 111 Montgomery St., ☐ 21 DO 2-8388, 1-8-60

## PUBLIC DEFENDER

**EDWARD T. McINTOSH, 11**, 111 Montgomery St., ☐ 21 EX 2-1553, 1-8-59

## SHERIFF

**MATTHEW C. CARROLL, 111**, 111 Montgomery St., ☐ 21 HE 1-2121, 1-8-60

## TREASURER

**JOHN J. GOODWIN, 110**, City Hall, ☐ 2 HE 1-2121, 1-8-59

## COURTS

## SUPERIOR COURT JUDGES—UN, 1-8552

**TWAIN MICHELSEN, Presiding**  
 WALTER CARPENTIER, CLARENCE W. MORRIS  
 HAROLD CAULFIELD, HARRY J. NEUBARTH  
 MELVYN I. CRONIN, ORLA ST. CLAIR  
 EUSTACE CULLINAN, JR., MILTON D. SAPHRO  
 PRESTON DEVLIN, W. SCOTCHFIELD  
 TIMOTHY I. FITZPATRICK, DANIEL R. SHOEMAKER  
 THOMAS M. FOLEY, WILLIAM T. SWIGERT  
 J. L. HARRIS, WILLIAM F. TRAVERSO  
 THERESA MEKLE, H. A. VAN DER ZEE  
 JOHN P. MOLINARI, ALBERT C. WOLLENBERG  
 EDWARD MOKENBUHR  
**JOSEPH M. CUMMINS, Secretary**  
 480 City Hall, ☐ 2, UN 1-8552

## MUNICIPAL COURT JUDGES—KL, 2-3008

**CLAYTON W. HORN, Presiding**  
 CARL H. ALLEN, ELWOOD O'DAY  
 RAYMOND J. ARATA, ALVIN E. WEINBERGER  
 BYRON ARNOLD, JAMES J. WELSH  
 LANSER D. UNDERWOOD, GERALD S. LEVIN  
 CHARLES S. PERRY, WILLIAM A. O'BRIEN  
 JOSEPH M. GOLDEN

**IVAN I. SLAVICH, Clerk and Secretary**  
 101 City Hall, ☐ 2, KL 2-3008  
**A. C. McCHESNEY, Jury Commissioner**  
 305 City Hall, ☐ 2

**TRAFFIC FINES BUREAU, 164**, City Hall, ☐ 2, KL 2-3008  
**JAMES M. CANNON, Chief Division Clerk**

## GRAND JURY

457 City Hall, ☐ 2, UN 1-8552  
 Meets Monday at 8:00 P.M.

**FRED PARR COX, Foreman**  
 MRS. SYLVIA LAIDAR, Secretary  
 DAVID E. STURGE, Consultant-Statistician

## ADULT PROBATION DEPARTMENT

604 Montgomery St., ☐ 11 YU 6-2950  
**JOHN D. KAVANAUGH, Chief Adult Probation Officer**

**Adult Probation Committee**  
 Meets at call of Chairman and 2nd Thursday each month.

**KENDRICK VAUGHAN, Chairman**, 609 Sansome St., ☐ 4 MAURICE MOSKOWITZ, Secretary, 2900 Lake St., ☐ 11 REV. J. MATTHEW F. CONNOLLY, 294 Fremont St., ☐ 5 RAYMOND BLONDER, 670 Mendocino Bldg., ☐ 5

**FRED C. JONES, 628**, Hayes St., ☐ 2  
**ROBERT A. PEARBODY, 456**, Post St., ☐ 2  
**FRANK RATTIO, 526**, California St., ☐ 2

## YOUTH GUIDANCE CENTER

375 Woodside Ave., ☐ 16 SE 1-5740  
**THOMAS F. STRYCUCLA, Chief Juvenile Probation Officer**

**Juvenile Probation Committee**  
 Meets at call of Chairman

**MRS. FRED W. BLOCH, Secretary**, 3712 Jackson, ☐ 18 RYAN N. BUELL, 445 Bush St., ☐ 8

**REV. JOHN A. COLLINS, 420**, 29th Ave., ☐ 21  
**JACK GOLDBERG, 199**, Golden Gate Ave., ☐ 2  
**MRS. EDGAR H. LION, 790**, Green St., ☐ 23, WA 1-0363

**MRS. A. KENNEY, 187**, 35th Ave., ☐ 22  
**MRS. MARSHALL MADISON, 500**, Fulton St., ☐ 23, FI 6-1232  
**REV. JAMES M. MURRAY, 1825**, Mission St., ☐ 3

## OFFICERS APPOINTED BY MAYOR

**CHIEF ADMINISTRATIVE OFFICER**  
**THOMAS A. BROOKS, Chief Admin. Officer**  
 280 City Hall, ☐ 2, HE 1-2121

**JOSEPH MICHAELSON, Executive Assistant**  
**MARIAN T. FETT, Confidential Secretary**

## CONTROLLER

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**WREN MIDDLEBROOK, Chief Assistant Controller**

**LEGISLATIVE REPRESENTATIVE, FEDERAL**  
**COL. THOMAS J. WEID**  
 Suite 5367-8, Washington Bldg., Washington, D.C.

**LEGISLATIVE REPRESENTATIVE, STATE**  
**DONALD W. CLARY**  
 223 City Hall, ☐ 2, MA 1-0163 and HE 1-2121  
 Hotel Senator, Sacramento 17 (during sessions)

## DEPARTMENTS UNDER THE MAYOR

## ART COMMISSION

100 Larkin St., ☐ 2, HE 1-2121  
 Meets first Monday of each month at 3:00 P.M.  
**HAROLD L. ZELLERBACH, President**, 3401 Sansome, ☐ 11  
**JOHN K. HOGAN, Vice President**, Mills Tower, ☐ 4  
**BETTY (Mrs. Bill L.) JACKSON, 2835**, Vallejo St.  
**DR. BENARD C. BELEY, 450**, Sutter St.  
**WILLIAM E. KNUTH, S. F. State College**, 1600 Holloway  
**OSCAR LEWIS, 545**, Sutter St.  
**CLARENCE O. PETERSON, 116**, New Montgomery  
**MRS. ALBERT CAMPDONICO, 2770**, Vallejo St.  
**ALBERT F. ROLLER, Jr., Montgomery St.**  
**JOHN GARTH, 104**, Market St.

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**President**, City Planning Commission  
**President**, de Young Museum  
**President**, Public Health Commission  
**President**, Recreation and Park Commission  
**JOSEPH H. DYER, JR., Secretary**

## CITY PLANNING COMMISSION

100 Larkin St., ☐ 2, HE 1-2121  
 Meets first and third Thursdays each month at 2:30 P.M.  
**ROGER D. LAPHAM, JR., President**, 233 Sansome St., ☐ 4  
**ROBERT T. LILIENTHAL, Vice-Pres.**, 813 Market St., ☐ 4  
**DONALD B. KIRBY, 109**, Stevenson St., ☐ 5  
**MRS. CHARLES S. PERRY, 142**, 27th Ave., ☐ 21  
**THOMAS P. WHITE, 400**, Beaman St., ☐ 7

**Ex-Officio Members**  
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**JAMES TURNER, Mayor**, President of United  
**PAUL OPPERMANN, Director of Planning**  
**THOMAS G. MILLER, Secretary**

## CIVIL SERVICE COMMISSION

151 City Hall, ☐ 2, HE 1-2121  
 Meets every Wednesday at 4:00 P.M.  
**FRANCIS P. WALSH, President**, 68 Post St., ☐ 4  
**WM. A. LAHANIAN, 265**, of Union St., ☐ 11, YU 6-0968  
**JOHN L. HOGG, 200**, Guerrero St., ☐ 3  
**WM. L. HENDERSON, Sec'y. and Personnel Director**

## DISASTER CORPS

45 Hyde St., ☐ 2, UN 3-6440  
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**CHIEF ADM. OFFICER** THOMAS A. BROOKS, Vice-Com.  
**REAR ADM. A. G. COOK, USN (Ret.) Director**  
**ALEC X. McCAUSLAND, Public Information Office**

## EDUCATION, BOARD OF

135 Van Ness Ave., UN 3-4680  
 Meets first at third Tuesdays at 7:30 P.M.  
**ADOLFO DE URIOSTE, President**, 513 Van Ness Ave., ☐ 2  
**BERT LEVIT, Vice-Pres.**, 605 of Union St., ☐ 4  
**MRS. GEORGE A. HINDLEY, 29**, Serrano Dr.  
**MRS. CLARENCE COONAN, 551**, Filbert St.  
**CHARLES J. FOEHL, 231**, Valencia  
**JOHN C. LEVINSON, 511**, Howard St., ☐ 3  
**CHARLES C. TROWBRIDGE JR., 155**, Sansome St., ☐ 4  
**DR. HAROLD SPEARS, Supt. of Schools and Secretary**

## FIRE COMMISSION

City Hall, ☐ 2, HE 1-2121  
 Meets every Tuesday at 4:00 P.M.  
**ARTHUR J. DOLAN, JR., Pres.**, Blyth & Co., Inc., Russ Ridge, ☐ 2  
**WALTER H. DUANE, 220**, Bush St., ☐ 4  
**WILLIAM KILPATRICK, 820**, Hyde St., ☐ 9  
**FRANK P. KELLY, Chief of Department**  
**CARL F. KRUGER, Chief, Division of Fire Prevention and Investigation**  
**THOMAS W. McARTHY, Secretary**

## HOUSING AUTHORITY

440 Turk St., ☐ 2, OR 3-5800  
 Meets first and third Thursdays at 10:00 A.M.  
**LLOYD E. WILSON, Chairman**, 23 Van Ness Ave., ☐ 2  
**CHARLES J. JUNG, 622**, Washington St., ☐ 11  
**A. E. MAILLOUX, 40**, Spear St., ☐ 3  
**B. L. HAVISIDE, 1658**, Folson St., ☐ 3  
**CHARLES L. CONLAN, 1658**, Folson St., ☐ 3  
**JOHN W. BEARD, Executive Director**

## PARKING AUTHORITY

300 Golden Gate Ave., ☐ 2, PR 6-1565  
 Meets second and fourth Mondays at 3:30 P.M.  
**Authority Conference Room**  
**HAROLD A. BERLINER, President**, 135 Mississippi, ☐ 7  
**RANDOLPH HALL, 1360**, Montgomery St., Apt. 10, ☐ 11  
**DAVID THOMPSON, 68**, Berry St., ☐ 7  
**ALBERT E. SCHLESINGER, 2001**, Market St., ☐ 14  
**ALBERT H. JACOBS, 2903**, Lake St., ☐ 21  
**VINING T. HERR, Chief Manager**  
**THOMAS J. O'TOOLE, Secretary**

# PERMIT APPEALS, BOARD OF

227 City Hall, Z. 2. HE 1-2121  
 Meets every Wednesday at 3:30 P.M.  
**HAROLD C. BROWN**, President, 605 Market St.  
**JOSEPH C. TARANTINO**, Vice-Pres., 400 Jefferson St.  
**CLARENCE J. WALSH**, 2450 - 17th St., Z. 3  
**PETER TAMARAS**, 76 Jackson St.  
**ERNEST L. WEST**, 265 Montgomery St., Z. 4  
**J. EDWIN MATTOX**, Secretary

# POLICE COMMISSION

Hall of Justice, Z. 8. SU 1-2020  
 Meets every Monday at 4:30 P.M.  
**HAROLD R. MCKINNON**, President, Mills Tower, Z. 4  
**PAUL A. BISSINGER**, Pacific & Davis Sts., Z. 11  
**THOMAS J. MELLON**, 390 First St., Z. 5  
**SERGEANT JOHN T. BUTLER**, Secretary  
**FRANCIS J. AHERN**, Chief of Police  
**THOMAS J. CAHILL**, Deputy Chief of Police  
**JAMES L. ENGLISH**, Chief of Inspectors  
**CAPT. DANIEL P. MCKLEM**, Supervising Captain  
**CAPT. OTTO MEYER**, Director of Traffic  
**CAPT. DANIEL KIELY**, Secretary to Dept.

# PUBLIC LIBRARY COMMISSION

Civic Center, Z. 2. HE 1-2121  
 Meets the first Tuesday of each month at 4:00 P.M.  
**MRS. J. HENRY MOHR**, President, 2 Catalina Ave., Z. 16  
**ROSE M. FANUCCI**, 511 Columbus Ave., Z. 11  
**REV. F. D. HAYNES**, 1399 McAllister St., Z. 15  
**HENRI ROSE HUBBARD**, 2257 Ocean Ave., Z. 27  
**CAMPBELL MCGREGOR**, 165 Post St., Z. 8  
**J. MAX MOORE**, 598 Potrero Ave., Z. 10  
**MRS. HAZEL O'BRIEN**, 440 Ellis St., Z. 2  
**ALBERT E. SCHWABACHER, JR.**, 100 Montgomery St., Z. 4  
**BERT SIMON**, 1350 Folsom St., Z. 3  
**S. LEE VARRIS**, 900 Clay St., Z. 9  
**DR. THOMAS W. S. WU**, 916 Kearny St., Z. 11  
**LAURENCE J. CLARKE**, Librarian  
**FRANK A. CLARVOE, JR.**, Secretary to Commission

# PUBLIC UTILITIES COMMISSION

287 City Hall, Z. 1. HE 1-2327  
 Meets every Monday at 2:00 P.M.  
**JOSEPH MARTIN, JR.**, President, 400 Montgomery St., Z. 4  
**DANIEL F. DEL CARLO**, Vice-Pres., 200 Guerrero St., Z. 3  
**EDWARD B. BARON**, 14 Cass Way, Z. 23, WE 1-6501  
**OLIVER M. ROUSSEAU**, 1100 Sacramento St., Z. 8  
**DONALD A. CAMERON**, 2566 Ocean Ave., Z. 27  
**R. J. McDONALD**, Secretary  
**JAMES H. TURNER**, Manager of Utilities  
**JAMES J. FINN**, Exec. Sec'y. to Manager

# Bureaus and Departments

**BUREAU OF ACCOUNTS**—George P. NEGRI, Director, 287 City Hall  
**BUREAU OF LIGHT, HEAT AND POWER**—E. A. DEVINE, Manager, 425 Mason St., Z. 2. PR 5-7000  
**HATCH HATCHY SYSTEM**—HARRY E. LLOYD, Chief Engineer and Gen. Mgr., 425 Mason St. PR 5-7000  
**BUREAU OF PERSONNEL AND SAFETY**—PAUL J. FANNING, Dir., 901 Presidio Ave., Z. 15. FI 6-6556  
**MUNICIPAL RAILWAY**—CHARLES D. MILLER, Manager, 425 Mason St., Z. 2. PR 5-7000  
**S. F. INTERNATIONAL AIRPORT**—FREDERIC B. BUTLER, Manager, So. San Francisco, PL 6-0500  
**BUREAU OF PUBLIC SERVICE**—VIRGIL L. ELLIOTT, Director, 287 City Hall, Z. 1. HE 1-2327  
**WATER DEPARTMENT**—GEORGE W. PRACY, General Manager, 425 Mason St., Z. 2. PR 5-7000

# PUBLIC WELFARE COMMISSION

585 Bush St., Z. 8. GA 1-5000  
 Meets first and third Tuesdays of each month at 9 A.M.  
**EDWARD J. WREN**, President, 1825 Mission St., Z. 3  
**ERNEST D. HOWARD**, 135 Montgomery St., Z. 4  
**FRANK F. AGONIST**, 8 E. Chronicle  
**MRS. JOHN D. MURRAY**, 1106 Fortola Drive, Z. 27  
**ALBERT S. SAMUELS**, 836 Market St., Z. 2  
**RONALD H. BORN**, Director, Public Welfare  
**MRS. EULALIA SMITH**, Secretary to Commission

# RECREATION AND PARKS COMMISSION

McLaren Lodge, G.G. Park, Z. 17. SK 1-4866  
 Meets second and fourth Thursdays of each month at 3:00 P.M.  
**LOUIS SUTTER**, President, 58 Sutter St., Z. 4  
**WM. M. COFFMAN**, 531 Market St., Z. 5  
**REV. FLORENCE A. GAGHER**, 989 Market St., Z. 2  
**DR. FRANCIS J. HERZ**, 450 Sutter St., Z. 8  
**MRS. JOSEPH A. MOORE, JR.**, 1250 Green St., Z. 23  
**FRED D. PARKER**, 1 Drumm St., Z. 11  
**JANE ZIMMERMAN**, 2424 Funston Ave., Z. 16  
**MAX G. FUNKE**, General Manager  
**EDWARD J. SHERMAN**, Sec'y. Secretary to Gen. Mgr.  
**EDWARD McDEVITT**, Secretary to Commission

# REDEVELOPMENT AGENCY

512 Golden Gate Ave., Z. 2. OR 3-6134  
 Meets every Tuesday at 3:30 P.M.  
**JOSEPH L. ALIOTO**, Chairman, 111 Sutter St., Z. 4  
**LAWRENCE R. PALACIOS**, Vice-Chair, 2940 - 16th St., Z. 3  
**DR. J. JOSEPH HAYES**, 210 Post St.  
**ROY P. COLE**, 456 Townsend St., Z. 3  
**JAMES E. STRATTON**, 203 Bush St., Z. 15  
**EUGENE J. RIORDAN**, Director  
**M. C. HERMANN**, Secretary

# RETIREMENT SYSTEM BOARD

460 McAllister St., Z. 2. HE 1-2121  
 Meets every Wednesday at 3:00 P.M.  
**JOHN F. BRADY**, President, 1296 - 36th Ave., Z. 22  
**A. B. CROWLEY**, Dept. of Public Health, Z. 2  
**WILLIAM T. REED**, 1785 - 21st Ave.  
**WM. J. MURPHY**, 1771 - 45th Ave., Z. 22  
**HARRY J. STEWART**, 603 Market St., Z. 5  
 Ex-Officio Members  
 President, Board of Supervisors  
 City Attorney  
**RALPH R. NELSON**, Consulting Actuary  
**IRA G. THOMPSON**, Secretary

# WAR MEMORIAL TRUSTEES

Veterans Building, Z. 2. MA 1-6600  
 Meets second Thursday of each month at 3:00 P.M.  
**J. RUFUS KLANANS**, President, 235 Montgomery  
**PRENTISS COBB HALE**, Jr., Vice-Pres., 867 Market St.  
**GEORGE T. DAVIS**, 98 Post St., Z. 4  
**SAM K. HARRISON**, 411 Bryant  
**EDWARD J. BENTLEY**, 223 Bush St.  
**SIDNEY M. EHRMAN**, 14 Montgomery  
**LOU FRANK A. FLYNN**, 68 Post St.  
**W. S. HENDERSON**, 19 Maryland Drive  
**MILTON KLETTER**, 2179 - 27th Avenue  
**GILBERT J. MATTATIAS**, 319th Point  
**RALPH J. A. STERN**, 305 City  
 Ex-Officio Members  
**EDWARD SHARKEY**, Managing Director  
**E. LAWRENCE GEORGE**, Secretary

# SAN FRANCISCO MUSEUM OF ART

Veterans Building, Z. 2. MA 1-6600  
**DR. GRACE MORLEY**, Director, HE 1-2040

# DEPARTMENTS UNDER THE CHIEF ADMINISTRATIVE OFFICER

# CORONER

**DR. HENRY W. TURKEL**  
 650 Merchant St., Z. 11. DO 2-0461

# ELECTRICITY, DEPARTMENT OF

45 Hyde St., Z. 2. HE 1-2121  
**D. O. TOWNSEND**, Chief  
**DOYLE L. SMITH**, Supt. of Plant

# FINANCE & RECORDS, DEPARTMENT OF

Vacancy, Director, 220 City Hall Z. 2. HE 1-2121  
**COUNTY CLERK**—MARTIN MONGAN, 317 City Hall, Z. 2. HE 1-2121  
**PUBLIC ADMINISTRATOR**—WILFRED A. ROBIN, 220 City Hall, Z. 2. HE 1-2121  
**RECORDER AND REGISTRAR OF VOTERS**—THOS. A. TOOMEY, 167 City Hall, Z. 2. HE 1-2121  
**COLLECTOR**—JAMES REINFELD, 107 City Hall, Z. 2. HE 1-2121

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**WILLIAM F. CARROLL**  
 Agricultural Building, Embarcadero, Z. 7. SU 1-3003

# PUBLIC HEALTH, DEPARTMENT OF

Health Center Building, Z. 2. UN 1-4701  
**DR. ELLIS D. SOX**, Director Public Health  
**DR. E. C. SAGE**, Assistant Director of Public Health  
**HASSLER HEALTH HOME**—DR. LINCOLN F. PUTNAM, Supt., Redwood City  
**LAGUNA HONDA HOME**—LOUIS A. MORAN, Supt., 7th Ave. and Dewey Blvd., Z. 16. MO 4-1850  
**SAN FRANCISCO HOSPITAL**—DR. T. E. ALBERS, Supt., 22nd and Potrero St., Z. 10. MO 7-0820  
**CENTRAL EMERGENCY HOSPITAL**—EARL BLAKE, Chief Steward, Grove and Polk. HE 1-2900

# PUBLIC WORKS, DEPARTMENT OF

260 City Hall, Z. 2. HE 1-2121  
**SHERMAN P. DUCKEL**, Director  
**R. BROOKS LARTER**, Assistant Director, Administrative  
**L. J. ARCHER**, Asst. Director, Maintenance and Operation

# Bureaus

**ACCOUNTS**—J. J. McCLOSKEY, Supervisor, 260 City Hall, Z. 2. HE 1-2121  
**ARCHITECTURE**—CHARLES W. GRIFFITH, City Architect, 265 City Hall, Z. 2. HE 1-2121  
**BUILDING INSPECTION**—LESTER C. BUSH, Superintendent, 275 City Hall, Z. HE 1-2121  
**BUILDING REPAIR**—WALTER E. ZECHER, Superintendent, 223 Army, Z. 10. MI 7-9620

# CENTRAL PERMIT BUREAU—SIDNEY FRANKLIN

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**ENGINEERING**—REUBEN H. OWEN, City Engineer, 359 City Hall, Z. 2. HE 1-2121  
**SEWER REPAIR AND SEWAGE TREATMENT**—BEN BENAS, Superintendent  
 3223 Army, Z. 10. MI 7-9620  
**STREET CLEANING**—J. SULLIVAN, Supt., 2323 Army, Z. 10. MI 7-9620  
**STREET REPAIR**—FRED BROWN, Supt., 2323 Army, Z. 10. MI 7-9620

# PURCHASING DEPARTMENT

270 City Hall, Z. 2. HE 1-2121  
**PURCHASER OF SUPPLIES**—B. G. KLINE  
**CENTRAL SHOPS**—ATLYMER W. PETAN, Superintendent  
 Civic Auditorium, Z. 2. HE 1-6352

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 6 City Hall, Z. 2. HE 1-2121  
**FARMER'S MARKET**  
 Thomas Chnstian, Market Master. MI 7-9423

# SEPARATE BOARDS AND DEPARTMENTS

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 Golden Gate Park, BA 1-5100

# CALIFORNIA PALACE OF THE LEGION OF HONOR

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**Board of Trustees**  
 Meets the second Monday in January, April, June and October at 3:30 P.M.

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**ALEXANDER DUBRETTVILLE**, 7 Pine St., Z. 11  
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**JOHN N. ROSEKRAUS**, 2 Pine St., Z. 11  
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**LOUIS A. BLANCHARD**, 235 Diagonal St., Z. 11  
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**WHITNEY WARREN**, 285 Telegraph Hill Blvd.  
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**LOUIS SUTTER**, Pres., Recreation & Park Commission  
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**MICHEL D. WEILL**, President—The White House  
**CHARLES R. BLYTH**, Russ Bldg., Z. 4  
**MISS LOUISE A. BOWD**, 235 Montgomery St., Z. 4  
**SHELDON G. COOPER**, Crocker Building  
**R. GWIN FOLLIS**, 5000 Washington  
**RANDOLPH A. HEARST**, 60 Howard St., Z. 19  
**MRS. WALKER KAMM**, San Mateo  
**JAMES K. LOCHHEAD**, 464 California St., Z. 4  
**GROVER MAGNUS**, San Francisco  
**GARRETT McENERNEY**, 11, 3725 Washington  
**ROSCOE F. OAKES**, 2006 Washington  
**RICHARD RHEIN**, 235 Montgomery St., Z. 4  
**JOSEPH O. TOBIN**, Hibernia Bank, Z. 2  
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**LOUIS SUTTER**, Pres., Recreation & Park Commission  
**DR. E. C. SAGE**, Director  
**HOWARD VAN ORDEN**, Jr., Secretary

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61 Grove St., HE 1-7100  
**THEODORE T. DOLAN**, President, 343 Ralston  
**GEORGE J. GALLAGHER**, 3817 - 22nd St.  
**PHILIP G. BENGLER**  
**THOMAS BYRNE**, 468 - 30th St.  
**DANIEL J. GALVIN**  
**GEORGE W. CLIFFE**, 1627 - 25th Ave.  
**JOHN M. DEAN**, 1095 Market St.  
**HENRY L. McKENZIE**  
**EDWARD J. McKEE**, 235 Montgomery St.  
**THOMAS F. O'NEILL**  
**WALTER E. HOOK**, M.D., Medical Director  
 Vacancy, Secretary

# LAW LIBRARY

**ROBERT J. EVERSON**, Librarian  
 416 City Hall, Z. HE 1-2123

# PUBLIC POUND

**CHARLES W. FRIEDRICH**, Secretary and Manager  
 2500 - 15th St., Z. 3. MA 1-3700



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## Kamini K. Gupta and Ruth Church Gupta, Husband, Wife Attorney Team, Active In Marina and City-Wide Community Efforts

**DISTINGUISHED** not only as a successful man-wife lawyer team, Kamini K. and Ruth Church Gupta also have earned another rare rating—the distinction of heading the two outstanding civic groups in the Marina district.

Attorney Kamini Gupta is doing a capital job as president of the Marina Merchants Association, while Attorney Ruth Gupta, as head of the Marina Business and Professional Women's Club of San Francisco, is spark-plugging that active group.

### SAGACIOUS COUPLE

The sagacious couple is said to be doing a stellar job in their respective roles. Their community-conscious leadership has made the young and capable legalists mighty popular in the area.

The Guptras attended the same law classes at Hastings College of Law in San Francisco, and currently are operating a successful "neighborhood law office" at 2237 Chestnut Street, in the Marina district of our city.

"After we opened our office in 1949, "Mrs. Gupta said, "one of our law professors remarked 'Abe Lincoln started out that way in a small office just like this.' A huge law library decorates the walls of their busy little office.

The "Old Railsplitter" as most people know, was one of the best mouthpieces of his day—a brilliant legalist who started his legal career on a shoe string, and later became one of the greatest Presidents we ever had.

Enthusiasm seems to be one of the chief characteristics of this



KAMINI K. GUPTA

charming, bright and personable couple. Their many interests—politics, law and a distinct and inordinate love for anything that benefits their (the Marina) district of San Francisco—"keeps them on their toes virtually every available minute of the day and night.

At times, when a breathing spell is "absolutely necessary," the Guptras open the rear door of their

second-floor office located in a modern building, and feast their fatigued eyes on "a beautiful, traditional Japanese garden."

"Yes," Mr. Gupta volunteered, "we can still find time to enjoy nature's beauty."

Dynamic and comely Mrs. Gupta has made her talents potentially felt as president of the Marina Business and Professional Women's Club of San Francisco, and as Legislative Advocate of the California

### Husband-Wife Legal Firm



RUTH CHURCH GUPTA

Federation of Business and Professional Women's Club, representing 17,000 B and P women in California. With success the past two years, she has done considerable "lobbying" for the latter group.

"Currently we are trying to amend the 8-hour a day law for women," Mrs. Gupta said. "We want to see it amended to meet modern business conditions for women.

"We just completed a week-long series of hearings throughout the state before the California Senate Labor Committee. The hearings are leading up to the introduction of legislation in the 1957 session to correct the inequities of the present 8-hour law," Mrs. Gupta added.

### WOMEN'S CLUB

The local B & P Women's Club meets twice a month, and on Nov. 14, it will celebrate its fifth anniversary.

Mrs. Gupta revealed that "there are more women than men merchants in the Marina district. They are a very progressive and active in their respective lines." They operate "smart shops and carry the latest in merchandise." Mrs. Gupta also is legal counsel for the Marina Boosters Inc.

Mr. Gupta, as president of the Marina Merchants Association, keeps that organization "humming" the year round.

Born in Orland, California, Mrs. Gupta was graduated from Mills College with an A.B. degree. Her

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LL.E. she obtained from Hasting College of Law. She was one of eight women lawyers admitted to practice before the Interstate Commerce Commission—specialty in transportation law.

She is past president of Queen's Bench, an association of women lawyers of the San Francisco Bay area, and a member of the National Association of Women Lawyers and of their Status of Women committee. She also finds time to serve as secretary of the Central Council of Civic Clubs, a San Francisco civic organization composed of 50 neighborhood clubs, and as a member of the Speakers Bureau for the Association for the United Nations which specializes in the status of women.

The Guptras said they were among the 200 California Democratic leaders who last year "urged Gov. Adlai Stevenson to declare his candidacy."

Both "subscribe to the necessity for strong and active neighborhood organizations. Only through them can a large municipality be assured of representing all of the people in all of their interests."

A two-fisted go-getter, Mr. Gupta is the first attorney ever to have been elected president of the Marina Merchants Association.

All organizations on last Veterans (Continued on Page 37)

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## Northwestern Pacific's New Chair Car Train "Redwood" Provides Luxurious Service North

(SPECIAL TO CITY-COUNTY RECORD)

SAN FRANCISCANS WHO RIDE BY RAIL through the Redwood Empire may now view that ruggedly beautiful region in the brilliance of nature's best flood light.

The sun replaced its feeble lunar reflection as scene lighting when Northwestern Pacific inaugurated daytime passenger service. On June 2, NWP's "Redwood" chair car train glided through the first of its tri-weekly daytime round trips between San Rafael and Eureka, taking over the transportation task from a sleeper that had run only after dark.

The "Redwood" goes north between breakfast and dinner each Monday, Thursday and Saturday.

A bus leaves San Francisco's Ferry Building at 7:15 a.m. (California Daylight Saving Time) to make connections at the NWP depot in San Rafael. The Redwood pulls out at 8:05 a.m. CDST and arrives in Eureka at 6:35 p.m. CDST.

The train returns each Tuesday, Friday and Sunday, departing from Eureka at 7:15 a.m. CDST and coming to a halt in San Rafael at 5:45 p.m. CDST. The connecting bus brings San Franciscans back to the Ferry Building by 6:35 p.m. CDST.

The diesel locomotive pulls a single stainless steel chair car of streamlined design and a head-end car for mail, express and milk and cream shipments. The chair car is a modern one, boasting reclining chairs of foam rubber, five-foot picture windows and up-to-date temperature controls. Light refreshments are available.

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North of Redwood Valley, the Redwood climbs into the wooded hills to reach its high point at Ridge (elevation 1913 feet). At Ridge is the famed Howard Ranch, one-time home of the racehorse Seabiscuit.

From the crest the chair car train eases down to Willits, about the mid-point of the trip. Sched-



INAUGURAL RUN OF NWP "REDWOOD" JUNE 2-3

Top: Glimpses from cities along the NWP line go to Eureka Chamber of Commerce in the climax of the Redwood's first northward run. Taking part in the ceremony were (left to right) J. L. Durnford, NWP agent at Eureka; J. A. Nealis, president of Eureka Chamber of Commerce; H. R. Chinn, SP's assistant general passenger traffic and public relations manager, Oakland; Harold J. Mahan, assistant district freight and passenger agent for NWP, Eureka; and S. J. Mackie, superintendent of NWP.

Above: A mail stop at South Fork.

267-mile line. The first part of the Redwood's northward run unfolds for passengers broad scenes of a prosperous countryside. Picturesque vineyards around Geyserville, pear orchards near Ukiah pass in review.

NWP's tracks parallel the Russian River for a 50-mile stretch from Healdsburg to Redwood Valley. In the Cloverdale Canyon, between Cloverdale and Hopland, the line runs directly beside the river.

ules of the new NWP train have been adjusted to make connections in both directions with the colorful, gasoline-driven train of the California Western, dubbed the "Skunk." The Skunk runs through the forested hills westward for two hours, reaching the terminus of Fort Bragg on the coast.

A few miles beyond Willits the Redwood enters the Eel River Canyon. From Dos Rios onward for 100 miles the train winds through





*Above*—For mile after curving mile the Redwood skirts the Eel River amid scenes of wild beauty.

*Below*—Diesel-powered "Redwood" pulls up to San Rafael Station to take on railfans and others making first trip.



the canyon in remote and little-known country. Only roads in most of the long canyon are logging or fire trails, virtually impassable through much of the year.

From Alderpoint, 43 miles north of Dos Rios, to South Fork, 28 miles beyond, the NWP train passes through groves of redwoods.

At Scotia Bluff, 28 miles south of the Eureka terminus, the train steps along above the widening

river on a high trestle. Framing the picture-window scene are great bluffs and towering trees.

Eureka is a gateway to still more scenic lands. And, as most San Franciscans know, the Eureka region is a sportsman's paradise as well as an important lumbering area.

As a matter of fact, all the Redwood Empire north of Willits has a reputation for top-grade hunting



*Above*—The tracks of the NWP arc through a grove of mast-straight redwoods north of Alderpoint.

*Below*—Stepping high along Scotia Bluff, 28 miles south of the Eureka terminus, the Redwood offers a panoramic view.



and fishing. The Eel River shares this distinction. Particularly appealing to fishermen are the steelhead runs in that river between the NWP stops of Fernbridge and Fortuna.

Nathan Spear, early-day San Franciscan, is said to have built the first flour mill in California on Clay Street near Montgomery; it was run by mule-power.

# Godeau

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## Exports From Holland Increase 8-Fold During Dave Koetser's 10-Year Service

**D**URING TEN YEARS that Dave Koetser has been an executive of the Netherlands Chamber of Commerce, exports from Holland to the United States have increased eightfold, from about \$27 million to a peak of \$195 million in 1953.

The two Chambers—one in New York City and the other in San Francisco—are the oldest foreign trade bodies in America. Founded in 1912, they have stood as a symbol of the industrious traits of the two nations. "and nourished ever since on the stimulating diet of trade and goodwill."

### BACK IN 1912

Back in 1912, When San Francisco was still concerned with gathering itself from the ashes of the disastrous earthquake and fire, Lawyer H. A. van Coenen Torchiana, miraculously beheld the promise of the Pacific Coast. He called a meeting on April 16 of that year, and out of that session evolved the then called Holland-American Chamber of Commerce.

Mr. Koetser, in charge of the San Francisco office at 444 Market Street since 1950, works under the aegis of a board of directors of which J. W. M. Schorer is president-director. The latter is Pacific Coast manager of the Holland-American Line.

The Netherlands Chamber of Commerce was organized 44 years ago. Mr. Koetser pointed out, "to promote trade between the then far-flung parts of Holland's empire. Indonesia, until it obtained its independence in 1948, did a brisk business with San Francisco." Other functions of the Chamber: "To provide trade information and stimulate trade between the two countries." Mr. Koetser said "We assist American manufacturers and expert agents in finding channels for the sale of their products in the Netherlands and we do the same thing in behalf of the Netherlands manufacturers who want to sell their goods to America. We do that in conjunction with our officers in New York City and The Hague in Holland.

### PROVIDE FACILITIES

"We do market research and obtain credit information concerning respective business relations. The Hague throughout the year receives a stream of businessmen and shows them around Holland's factories and industries. And our offices in New York and San Francisco assist Dutch business men who come to the United States.

In trade promotion, Mr. Koetser said, "We arrange exhibits of Dutch products and transportation. In the recent World Trade Center Fair Holland exhibited its goods."

A monthly bulletin, "United (Continued on Next Page)



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## DAVE KOETSER

(Continued from Page 27)

States-Holland," keeps United States businessmen and those abroad informed of trading conditions and other vital data.

The Chambers have a staff of bilingual experts with extensive experience in the fields of commerce, finance, economics and public relations. Mr. Koetser has done a capital job in the latter field here via radio, TV and his many talks before Service Clubs. He has had special training for this type of work.

Features of the Chamber here: a small show room for the display of Dutch products; offers its address for visitors' mail; maintains a library with up-to-date statistical data, and trade directories; translation facilities. Also provides information on trade regulations, customs requirements and tariff rulings.

Secretary Koetser, an ebullient,

friendly and cultured man, was born in Amsterdam, Holland. Attended college there and before he became affiliated with the Chamber was a successful music publisher. He said he made "lots of money" on "Sweet Sue," "A Sin to Tell a Lie," and a few other American popular songs. But he struck a bonanza with "Violetta." Koetser hummed the tune—yes; it was a steal from an old classic. "I don't play any musical instruments. I just whistle my music."

In 1939, Koetser landed in New York and soon volunteered for service in the United States Army. He was assigned to Military Intelligence and later sent to Belgium and France. Upon return to the United States, he studied at the City College of New York and obtained a trade diploma. He joined the Chamber in January 1947. Three years later he came to San Francisco.

"I have loved living in San Francisco because it is so friendly and so wise in the ways of trade—a city of topnotch and superb living," Koetser said. He became a citizen while in the United States Army.

At the end of this year Mr. Koetser will resign his Chamber post. He said he will remain in San Francisco and probably enter the import and export business on his own.

He is a world-traveller; the only continent he has missed is Africa where he plans to go after his resignation "for a rest."

During his seven-year tenure here Mr. Koetser said he has helped find employment for many Hollanders who wanted to make San Francisco their home.

"My ten-year tenure with The Netherlands Chamber of Commerce has been a stimulating experience," Secretary Koetser asserted. "I am very grateful for that experience because it gave me an opportunity to meet with so many fine people."

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# Western Pacific Railroad's Vice President Gilbert H. Kneiss Receives Signal Honor

GILBERT H. KNEISS, recently elected president of the Railroad Public Relations Association, with members representing almost every class A railroad in the U.S. and Canada, is not only one of the topnotch railroad public relations men in the country but also a historian of commendable stature.

His book, "Bonanza Railroad," published in 1946 by the Stanford University Press and dealing with railroads that railed their way through mining towns, is in its 4th edition and 8th printing.

### BOOK SUCCESSFUL

According to Kneiss, vice-president of the Western Pacific Railroad and in charge of its public relations, the book "struck a bonanza" and is still fetching him handsome royalties. It required some ten years to get on paper. The genial assistant to the president of Western Pacific Railroad expects to meet with equal success with his second book titled "Redwood Railways" just off the press. It is a history of the Northwestern Pacific Railroad.

A native San Franciscan, Kneiss has a colorful background. Son of Karl E. and Frances (Gilbert) Kneiss, he married Emily Rayburn in 1920. The couple have one married daughter—Mrs. Gloria Kneiss Lord.

### U.C. GRADUATE

Kneiss is a graduate of the University of California and at the University of Nevada he got his degree of B.S. and C.E. with honors. At UC he did graduate work in economics.

In 1923-'24 he worked as rodman for the Santa Fe Railway. For the next six years he was civil engineer for Standard Oil and from 1931-'37 he was manager for the Audisk Corporation.

In 1937, he did an outstanding job as technical director, "Railroads on Parade" at the New York World's Fair and later also undertook the same task for "Cavalcade," at the Golden Gate Exposition. He served as district manager for the Civilian Production Administration and on the War Production Board from 1941-'47 for San Francisco and Hawaii. In



GILBERT H. KNEISS, Vice-Pres., Western Pacific Railroad, heads Railroad Public Relations Assn.

1949 he went with the Western Pacific RR as assistant to the president and as its public relations executive.

A busy executive around the clock, Kneiss finds time to serve as vice-president of the Railway and Locomotive Historical Society with its headquarters at Harvard University. He also keeps up with his activities as member of the San Francisco Press and Union League Club; director of the Public Relations Society of America; member of the San Francisco Public Relations Roundtable, Association of Railroad Advertising Managers and the Codornices Club of Berkeley. He also is a trustee of the Maritime Museum in San Francisco.

Kneiss, tall, handsome, with dark brown hair parted in the mid-

dle, seems to speak at times with his deep blue eyes. His soft-melodious voice adds to his strikingly pleasant personality.

As head of the Railroad Public Relations Association, Kneiss set forth its following aims and purposes:

"To promote, sponsor and foster the development and effectiveness of public relations within the railroad industry by the exchange of ideas, opinions and experiences regarding public relations as it pertains to the individual railroads in particular and to the industry in general. Second, "To improve the relationship and cooperation between those engaged in public relations and the other officers and employees of the railroads."

Kneiss disclosed that his father Karl Kneiss, who died ten years ago, started his successful career with the Milwaukee Railroad. His last post was sales manager for Tidewater Associated Oil.

### FATHER RAILROADER

Kneiss used to find time to play golf but his current hobby is collecting old locomotives that used to run in California and Nevada, and obsolete San Francisco street cars.

"They are now stored in the roundhouse of the Western Pacific RR and will soon be on exhibition at the local Maritime Museum. I don't exactly collect them," Kneiss smilingly remarked. "But I manage somehow to induce the owners to donate them to our Maritime Museum." He added that these reliques are "irreplaceable and would cost plenty money to buy."

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**ARTHUR J. DOLAN, Jr.**

(Continued from Page 10)

"Served as Chairman of Invest-in-America Week, which features education on the operations of the stock exchange and explains why private investment in securities makes for progress and prosperity."

During World War II, Arthur Joseph Dolan served in the Army. He entered service as a second lieutenant in the quartermaster corps in 1940 and was placed on inactive duty with the rank of Lieutenant Colonel on the General Staff of the Ninth Service Command in 1946.

He married Pauline R. Ripson of Garden City, Long Island, in 1937. They are the parents of three children, Mary Catherine, Virginia, and Arthur III. The family home is at 372 Santa Clara Avenue, San Francisco.

**ACTIVE SERVICE**

Currently, Arthur Joseph Dolan's most active service—and most acute headache—is the Republican National Convention in San Francisco. He is chairman of the Republican Finance Committee in San Francisco. He is also a member of the Republican County Central Committee and he is a member of the Republican State Central Committee.

Arthur Joseph Dolan has taken on all these added burdens of civic duty because, he says:

"I desire to help build the city in a constructive way. It has been a hobby with me and I have found the time after business hours, during weekends and in the evening. 'I like to be able to do something for the city. I like to help younger people.'"

He maintains two offices.

One is mobile—a brief case for his civic affairs.

The other is on one of the upper floors of the Russ Building. It hardly compares with the popular conception of the working arena of the big business executive.

It is about ten by twelve. The carpet is not plush. It merely covers the floor rather than serving to impress the visitor.

The office has one window that does not provide a view of anything particularly interesting.

A family picture is the only ornament other than a green plant and his framed commission as a city official.

He has three telephones.

His desk is cluttered.

But he gets the work done.

Arthur Joseph Dolan admits that while civic service is a hobby for him, it might have some advantages in a business way.

"You meet a lot of people," he explains.

He adds that the founder of his firm, Charles Blyth, is "civic minded," and has encouraged him in his extra-curricular activities.

As a civic worker, Arthur Joseph Dolan is not particularly impressed with his position as president of the Fire Commission.

He has that trait of the Irish that views with a bit of irreverence anything in the way of sham or pseudo-glory.

**TAKES SERIOUSLY**

But that does not mean that he does not take seriously one concern in his life.

That is the future of California and the Pacific Coast.

It may be presumed that a man in his position has the benefit of the best available intelligence of what is going on in the business world.

Therefore, his estimate of the future is not to be dismissed lightly.

He believes that California will continue to lead the nation in economic prosperity because the trend in industry is decentralization.

That means that the continually expanding California and Pacific Coast market will attract more and more management and production with resulting benefit to the citizens of the area.

An example of this decentralization is the establishment of the Ford Motor Company plant at Milpitas and the planned General Motors establishment at Sunnyvale, near San Jose.

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ture in California." Arthur Joseph Dolan says, "It is well financed and well managed. It is not overly inflated. It has had solid growth."

He believes that with the development of an actual and practical rapid transit system, the Bay Area will be welded into a governmental as well as economic unit—which he would prefer. He envisions a "borough system" for the area.

He also believes that still another factor will enhance the economy of the Pacific Coast.

That will be the re-establishment of trade with the Orient and Far East.

That, of course, will involve the diplomatic recognition of the Peo-

ples Republic of China by the United States, necessary to clear the way for resumption of trade relations—although the Soviet Union seems to have staked claims on the Chinese market several years ago.

This resumption of relations however will not come tomorrow or the next day.

It will come when there is a sounder form of government, such as a full republic, and not under the present dictatorship.

This will probably involve a combination of the Chiang Kai-Shek government with the better elements in the People's Republic.

I believe that under no circumstances will the people of the United States permit our Government to recognize the present

People's Republic of China as it is presently constituted.

If and when such acceptable changes do occur and recognition by the United States follows, then will the flood gates of trade be opened and a vast new market be available.

When all this is reality, Arthur Joseph Dolan believes, "San Francisco will be the financial capital of the Pacific."

He hopes to be around to participate in the affairs that such a position will generate.

Meanwhile, he also hopes to get back his golf game.

"I used to have a ten handicap," he says. "But since it was decided to hold the Republican convention in San Francisco, I've slipped to sixteen."

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# EARLY PUBLIC SCHOOLS IN SAN FRANCISCO

By A. J. CLOUD, Record Contributing Editor

No. 9 of a series

"A really good teacher is above all price." Andrew J. Moulder (1860)

*Continuing the story of the rise and progress of the public high schools of San Francisco, the current number will deal chiefly with phases of their development from 1875 forward to the end of the century.—Editor.*

## CIVIC LIFE IN THE LATE SEVENTIES

In San Francisco, the period from 1875-1880 was signalized by "hard times," unemployment on a large scale perturbed important elements of the city's population. One manifestation of social unrest was the "sand-lot" agitation of Denis Kearny and his followers. (It is interesting to note, in passing, that the sand-lot area would today be close to City Hall park.) Further evidence was the demand for a new State Constitution which led to the holding of a Constitutional Convention. This assemblage drew up the "Constitution of 1879", which, ratified by the electorate of the State, and subsequently modified by numerous amendments, remains the organic law governing the citizens of California to this day.

A brighter scene was exhibited when, as it seemed, the populace of San Francisco came forth en masse to greet and salute a former resident in the person of General U.S. Grant, upon his return to his native land after a two-year triumphal tour of European and Asiatic countries. On September 20, 1879, aboard the trans-Pacific steamer Tokio, the General and his family were escorted through the Golden Gate by a grand flotilla of steamboats, yachts and all other manner of sailing vessels, while, on shore, vast throngs cheered their arrival amidst the music of unnumbered bands and the joyous blare of countless steam sirens and whistles. A long procession of flower-bedecked carriages, laden with the committees of official representation, accompanied the honored guests to the Palace Hotel. There upon entrance to the great central court, they were welcomed by a chorus of 500 voices, and were presented with an emblematic golden key to the city.

Similar enthusiastic marks of esteem continued throughout the brief stay of the General and his family in San Francisco. The Argonaut of that date commented: "No American, except perhaps Washington ever received such general and heartfelt honors."

## THE HIGH SCHOOLS IN GENERAL 1875-1900

With such elements of the tenor of the times in mind at the beginning of the epoch under consideration, we turn to trace the next



DR. A. J. CLOUD

steps in the course of public day high school development in our city. When the era opened, (1875), two public day high schools monopolized the field, viz—the Boys High and the Girls High; when it drew to a close (1900), two other public day high schools had been added, viz—the Mission High and the Polytechnic High; and a third which afterwards attained high school status had begun, viz—the High School of Commerce. Alongside of these day institutions, evening classes for adult instruction were in first stages of operation.

Indeed this was notable progress, exceedingly commendable when regarded in the light of the fact that throughout the whole period the costs of high school support fell as an obligation solely upon the local community. This was true because the Constitution of 1879 made no provision for appointments of State school funds above the "Common School" level—

which the Attorney General interpreted to mean the elementary grade system below the high school. (Author's note—This situation was corrected in 1903 by adoption of an Amendment to the State Constitution.)

## BOYS vs. GIRLS

Between 1865 and 1875, the number of graduates of the Boys High School had totaled 90, or an average of nine a year. In 1880, thirty-five students were graduated; in 1855, fifty-nine. From 1867 to 1892, the grand total of graduates was 1003.

By comparison, at the Girls High in 1880, two hundred five students attained graduation. From 1876 to 1889 a total of 2115 received diplomas.

Throughout the span of years just above indicated, the student enrollment at Girls High exceeded those at Boys. To illustrate; enrollment at Girls High at 1880 was 769; at Boys High, 251; in 1888 745 at Girls, 337 at Boys. The staff of teachers at each institution was proportionately higher at Girls than at Boys. Thus the faculty at Girls (1888) consisted of a Principal (John Swett) and eighteen teachers; at Boys, of a Principal (Frank Morton) and eleven "assistants."

The question naturally arises where were the city's boys of high school age, since, obviously, many of them were not registered in the Boys High?

## THE LURE OF THE JOB

Where were these boys? The answer is not so simple as it might seem. Several contributing factors can be mentioned, but, in all likelihood, the primary cause of defection from the High School ranks by the boys of that period was the lure of the job.

It is known, as one phase of the situation, that, during these early years, some Boys High students gained college admission at the University of California, newly established at Berkeley, before graduation at High School. Again, as John Swett opined in a later report, the rigid examination system for entrance excluded many de-

serving youth, when applied to promotion and graduation, supplementing strict discipline, was responsible for heavy loss of attendance.

Nevertheless, even taking such consideration into the reckoning, the apparent fact remains that the great majority of boys either upon completing the grammar school courses of study, or upon arriving at the high school age of entrance, (twelve), found work opportunities abundant, and responded to the lure of the job rather than the call of the school.

The quarter-century with which we are dealing was the heyday of the "self-made" man, in a business world almost exclusively the domain of men—for women's place, in the philosophy of the times, was "the home." Hence it came about that many more girls than boys remained in school beyond grammar school graduation.

It may be added that the system of written examinations above mentioned was abolished by the Board of Education in 1887, and entrance to high school thereafter was based upon recommendations of the grammar school principals. By 1890 Superintendent J. W. Anderson was enabled to declare that this new plan had "proved to be a success."

## THE LINE OF PRINCIPALS AT BOYS HIGH

W. T. Reid officiated as Principal of Boys High from 1875 to 1881 when he was elected President of

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**DR. A. J. CLOUD**

(Continued from Page 32)

the University of California. His mantle as Principal fell upon F. A. Blackburn who had heretofore been a teacher of Greek and Latin in the school. In 1886 he resigned in order to accept a professorship in the newly organized University of Chicago. From 1886 to 1888 the office of Principal was held by James K. Wilson, former Principal of Lincoln Grammar School, and afterward a prominent figure in hanking circles in San Francisco. In 1888, Frank Morton, a graduate of Dartmouth College (Daniel Webster's alma mater), who had been a member of the faculty as teacher of Latin, was elevated to the Principalship and served in that capacity during the next thirty years.

Frederick H. Clark was a student at Boys High School from 1875-1878; returned as a teacher to that school in 1889; and was Principal of it (Lowell) from 1919 to 1930. In the latter years, he delivered an address in which he drew a picture of Boys High as he had known it when attending it as a student in the 'seventies. Inasmuch as it is a first-hand account, we have deemed it of interest to select a few passages for reproduc-

tion.

"My first experience" he recounted, "was as a member of the junior class, gathered in the large double room or hall on the third floor of the building on Sutter Street"—at the exercises in dedication of that building, described in an earlier article in this series. Principal Reid was waiting for arrival of members of the Board of Education, (continued Mr. Clark), who "were tardy". The boys became restless and indulged in pranks, "but Mr. Mann (a teacher of Latin) came on guard and had us all in order again when the tardy Board of Education arrived." Principal Reid rendered a "scholarly address—quite beyond my powers of comprehension"—so ended that "first experience" for young Clark.

One gathers a glimpse into the semi-military rule of the school administration at Boys High during these earlier years when Mr. Clark describes the changes that came about after Frank Morton succeeded to the Principalship in 1888. In part, he says; "The old mechanical system of checks and demerits, of fixed penalties for petty offenses, was abandoned. Students were given to understand that

(Continued on next page)



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#### DR. A. J. CLOUD

(Continued from Page 33)

they were expected to be responsible members of the school community. Thus the school changed over from an institution of autocratic authority—to "a student body growing into co-operative activity."

#### RELATIONS WITH THE UNIVERSITY

As early as 1875 the problem of adjustment of high school courses to university admission requirements had already engaged attention. In that year, speaking at the dedication of the new Boys High building President Davis of the then City Board of Education stated: "It is impossible to ignore the fact that any high-school course of study which treads beyond certain limits must overtake and lie parallel with that of the University." From that point on, the trend became pronounced for the high school to function as a preparatory institution for college.

In 1884, the University of California initiated the accrediting system according to which a high school upon request was visited by a staff of University examiners who subjected it to a complete and rigorous investigation of its actual teaching procedures. If and when the high school met the test, it was placed upon a list of secondary institutions from which graduates upon the basis of the principal's certificate of recommendation were admitted to the University without examination. From that time onward for many years, high school courses were planned to meet University requirements.

Among the first three public high schools in the State to gain accreditation stood the Boys High and the Girls High of San Francisco. In 1887, from a Boys High graduating class of forty-eight, (boys only!), the number recommended to the University was eighteen. At that time operating on a three-year schedule, the school carried three departments: Classical, Latin-Scientific, and English. Of the eighteen graduates recommended for University entrance, eleven came from the Classical, five from the Latin-Scientific, and two from the English course.

Then, too, as noted above, a course "intended for special training of young ladies who desire to enter the State University" had been organized at Girls High and had gained recognition at the University. Evidently, the attraction of the University under the new system was spreading and interest was on the increase.

#### A CADET COMPANY AT BOYS HIGH

In the middle of the 'eighties, a Cadet Company was formed at Boys High. By 1888, as reported

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by Principal Frank Norton, it was "well organized and well drilled." The Company was attached to the First Regiment, California National Guard, but was "officered and drilled by boys chosen from the Company itself," who were "well equipped with uniforms and guns." The influence of this organization throughout the school, according to the Principal, was salutary in a high degree.

A three-story wing was added to the Boys High building on Sutter Street in this year 1888; and, in that year, the departmental system was adopted for the high schools — Boys High and Girls High. Superintendent Anderson reporting, stated: "These schools are presided over by a faithful and able corps of instructors — (and) in all respects are accomplishing a good work." He referred to Principal Morton as "an able, earnest educator, (who) is meeting with excellent success."

## CO-EDUCATION AT BOYS HIGH

In that same year, 1888, the Board of Education reversed the practice of the twenty-four years since 1864 by permitting girls, qualified, to enter Boys High School. The enrollment in that year was 378, composed of 338 boys and 40 girls; and, at the end of the year, two of the graduates were girls, and by 1892, a total of seventy graduates were of the gentler sex.

The story is best told, however, in the report of Principal Morton (1889), which reads, in part:

"The opening of the year was signalized by the entrance of forty girls into the school, admission having been granted by the Board of Education to such girls as wished to take a Classical Course of Study. The wisdom of the step has been fully proved. The girls have taken hold of the work with a zeal born from a desire to excel. They have shown themselves able to meet all the requirements of a vigorous course of study — the scholarship and moral character of the school have been elevated by their presence."

Thus it came about that the late Dr. Aurelia Reinhart, brilliant long-time president of Mills College, could gleefully affirm: "I am a girl graduate of a boys high school."

(To Be Continued)

Anacapa and Santa Barbara Islands, off the coast of Southern California, and the ocean areas within one nautical mile of the shorelines constitute the Channel Islands National Monument.

Among priceless files lost by the Mechanics Institute as a result of the 1906 earthquake and fire at San Francisco were those of early California newspapers.

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### GUPTA & GUPTA

(Continued from Page 23)

an's Day celebrated the Marina Festival of Thanksgiving in honor of the successful efforts of Mr. Gupta in "getting the Chestnut Street surfaces finished in time for the Fall merchandizing season.

"For more than a month," said Mr. Gupta, "all that the merchants had was a huge hole up and down the street. The trolley tracks had been pulled up and left the street in a sad-looking condition."

### GENERAL CHAIRMAN

Mr. Gupta, as general chairman of the Marina Merchants, went before the many city agencies to "get this repair job done." As a result of his victorious fight, he was elected head of the Marina Merchants Association.

One of his favorite activities, he confided, is the role he plays as secretary since 1949 of the Marina Lions Club. For two consecutive years he has been district United Nations chairman for 58 neighboring Lions Clubs in the area. He also is a member of the Board of Directors of the San Francisco Chapter of the American Association of United Nations and a delegate to the Northern California A.A.U.N. Council.

Both Mr. and Mrs. Gupta are members of the San Francisco Bar Association, and each takes a keen interest in Democratic politics.

### DISTRICT MERCHANTS

Another important post Mr. Gupta holds is, as chairman of the constitution and by-laws committee of the Council of District Merchants Associations of San Francisco.

As speakers the Guptas are well known throughout the state. They spend much of their "free time" orating as members of speakers' committees of the various organizations of which they are members. "Our engagements take us all over the state," Mrs. Gupta put in.

Mr. Gupta is a graduate of UC, the class of '37. He was awarded the Legion of Merit medal in the U. S. Army for services rendered with the Headquarters Alaskan Department, Judge Advocate General Department Staff. He served his Uncle Sam from 1941 to 1946.

Born and reared in San Francisco, Mr. Gupta is an alumni of Galileo H.S.

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(Continued from Page 12)

plete failure of the power, it can be run indefinitely, by auxiliary fuel engines dynamo. In June 1920 a Bureau of Fire Prevention was formed in conjunction with the Health and Police departments which in July 1928 was reorganized and now is solely part of the Fire Department. They have made



SENATOR DAVID C. BRODERICK Foreman of Empire Engine Company No. 1, who was one of the chief factors in the establishment of the first fire department in San Francisco.

great strides in doing away with many fire hazards in the way of dangerous combustible buildings, and the creating of proper exits in places of assembly and the storing of dangerous liquids and chemicals. In general preventing the cause of fire. In July, 1941 the Arson Squad was established; their duty is to investigate any suspicious fire, to apprehend any ar-

sonist or pyromaniac from endangering the life of the community and to see that they are brought to trial.

Rescue squads and Utility Squads have been created to save lives; they carry gas masks, inhalators and resuscitators for those who have been overcome by smoke or toxic fumes and there are special tools that are needed for accidents and disasters.

Today, the department includes 48 engine companies, 18 truck companies, 2 rescue squads, 4 salvage companies, 15 tank wagons, 4 water towers and a variety of miscellaneous equipment. Under the capable direction of Chief Frank Kelly, the almost 1,800 officers, members and employees provide round-the-clock fire protection to San Francisco and perform the many staff and service functions incidental to a task of such magnitude. The quality of their efforts is best indicated by the enviable reputation enjoyed by the San Francisco Fire Department, by the high rating given the city's fire defenses by the National Board of Fire Underwriters and by the low fire insurance rates prevailing here.

As the city progresses so does the San Francisco Fire Department, the Officers and men are always ready to do their duty. As in the days of the old volunteers which had for their motto, "Upward and Onward," so do the firemen of today, they are always ready for the saving of life and the protection of property, for the citizens of San Francisco.

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William Flynn—Record Biographies: Whit Henry—Around and About  
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*President of the United States*

Welcome, Mr. President, to our great city of San Francisco. We are thrilled to have you with us, and, we hope that everything we have done will make your visit one you will cherish long after the political guns have been silenced.

We know the importance of your sojourn with us. Therefore, we hope that you will be impressed by the friendliness we shall show you, and your official family.

This marks the fourth time in less than a decade that the "Paris of the West" has gone into the history books. We are proud to have the signal honor of having this momentous event staged in our city. We are equally proud to honor you with all the dignity befitting the Chief Executive of the United States.



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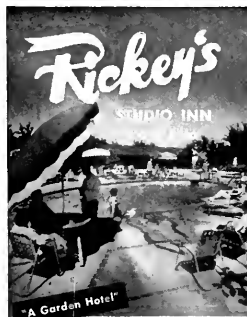
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# "DON'T CALL IT FRISCO"

(Published through arrangement with the Boston Globe)

By WILLIAM FLYNN, Record Staff Writer

## "DON'T CALL IT FRISCO!"

That is about the only negative advice to be given delegates and visitors to the Republican National Convention in San Francisco.

The natives don't like it—and won't like you if you do.

The distaste for the nickname is embedded in the snobbish and cultural history of San Francisco.

Named for a gentle saint, Francis of Assisi, The City has had its lawless citizens. The first of note were the "Sydney Ducks," hard living individuals from Australia who ruled the waterfront in the early 1850's.

The Ducks called San Francisco "Frisco."

The citizens who finally broke their power with force and violence came to resent the nickname as they did the Sydney immigrants—with great distaste.

As the years went by, the citizens of The City By the Golden Gate took a more conscious pride in their town maturing into a city. They accorded it the honor of its full name.

There is still another reason why "Frisco" is almost a fighting word in San Francisco. With the modern history of The City dated from the planting of the cross by the Franciscans who accompanied explorers of Imperial Spain, San Francisco is fundamentally a deeply religious community.

And you don't call St. Francis, "Frankie Boy," without arousing the same ire that is generated when some one says "Frisco" when they really mean San Francisco.

With this one restriction, this City of St. Francis can be all things to all men.

### ONE RESTRICTION

For those who visit for the first time, the experience will be a rare interlude of living.

Those who have been in San Francisco before will return for a reunion with an old, old friend, whose memory has been almost obliterated by the mists of time. San Francisco is a cosmopolitan city.

It is a provincial city.

It is friendly.

It can be heartlessly cruel to the visitor and the newcomer.

The characteristics of San Francisco are a mixture of the civilizations of more than 30 nations and rule by Spain, Mexico, Russia, the California Republic, the United States—and San Franciscans.

The City occupies an area of 47 square miles, the terrain ruffled with hills. Natural air conditioning is provided—the west winds that sweep freely across seven thousand miles of ocean.

The first historically recorded



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white men to set foot ashore in the vicinity of San Francisco were Sir Francis Drake and the men of the Golden Hind who sailed the seas for the Elizabeth of another age.

They made their landfall on the coast north of the Golden Gate on June 17, 1579—but missed the Bay because fog shrouded the headlands and the Gate.

The Bay, 500-odd square miles of water, remained unknown but to the long-forgotten Indians until 1769.

Then burly Sergeant Jose Ortega, serving Carlos V of Spain, shouldered his way through the underbrush of the spine of the southern hills and saw the inland sea below him.

The sight, some might say, was a Saint's way of fulfilling a bargain proposed by practical Don Jose de Galvez, then the Visitador-General and representative of his Imperial Spanish Majesty in the New World.

### NAMES MISSION

Padre Junipero Serra, father superior of the Franciscan missionaries in California, had been pestering Don Jose to name a mission in the honor of St. Francis of Assisi, the founder of his Order.

"If St. Francis wants a mission, let him show us his port and we

will found one," replied Don Jose. The Sergeant found the port.

And so it was that the 47 square miles of the tip of the Peninsula was named San Francisco for Saint Francis.

None of the delegates and visitors in San Francisco, a "real cool" city during August, need waste energy enduring the heat.

Chances are the maximum temperature will not exceed 65 degrees; the minimum probably never will be lower than 54 degrees.

Statistically, according to the Weather Bureau, only one day of August will be a period of measurable rain. During the month there should be twelve days of clear weather, 13 days partly cloudy, and but six cloudy days.

Of course, there has been times when such climatic conditions were too good to be true. The record maximum temperature for August is 92 degrees, established in 1891. The record minimum for the month is 46 degrees, recorded in 1903.

### COOL WEATHER

But the odds are San Francisco will be traditionally "cool" during August—which poses a problem of just what to wear during the period of the Republican nominating festivities at the Cow Palace.

A top coat is a "must" for the masculine visitor. Women will be in style if they bring a fur coat. A straw hat will not only be out of place during the day time but will be limp and bedraggled before midnight. Feminine figures stuffed into slacks are subjects of criticism—more in sorrow than superiority.

As heat and humidity seldom make walking a burden in San Francisco, there is little need for transportation in the downtown district.

Even the feminine native freely strides by preference up and down the downtown hills. One school of thought holds that is why she has such shapely legs.

But transportation in San Francisco is merely a means to an end. One of these during the Convention should be a new adventure in eating with every meal.

### BEST CUISINE

Anyone visiting San Francisco has the choice of the best cuisine perfected by more than 30 nationalities. And the best is to be found in the oddest places.

Those who have made a mission of enjoyable eating around the world always set out for the morgue when they seek the best food in San Francisco.

For opposite the morgue entrance, in the alley that provides a rear entrance to the Hall of Justice at Washington and Kearny Streets, is the Blue Fox.

Such is the wizardry of Mario

Mondin and Piero Fassio with Fassio with flesh and fowl—and a cold vintage bottle — that even ecclesiastical Hollywood starlets are humbled sufficiently to cease talking about themselves before they dreamily eye their brandy after a meal.

But the Blue Fox is but one of the fine food facets of San Francisco.

Others sparkle brilliantly—and satisfyingly for the inner man—on Columbus Avenue, the main street of San Francisco's Italian district; along Grant Avenue of Chinatown where the night air is pungent with the scent of exotic dishes.

The delegate or visitor who wishes to be mistaken for a native should dress accordingly. Men should wear a business suit, snap brim hat or Homburg, one tone shoes, and carry a top coat. The women should dress in a tailored suit complete with hat, white blouse and fresh gardenia at the throat; and carry a fur piece.

So attired the visitor may explore any of the wonders that are San Francisco—and attract little attention.



THOMAS H. KUCHEL

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Another dividend of such conformity with local mores is the fact that better service will be received from cab drivers, waiters, and those citizens asked for directions necessary to solve a momentary emergency.

Tipping is the standard ten per cent. But if the cab ride is but the initial flag drop of 50 cents, the driver probably would toss back the nickel. Fifteen cents is about the respectable minimum.

Breakfast is an adventure in the small, unpublicized cafes in the streets that range off the urban canyon that is Montgomery Street, the financial district.

One of these is the Tadich Grill, at 545 Clay Street, more than a hundred years old. Neither money nor effort is wasted on atmosphere and glamour there. All the re-

(Continued on next page)

## "DON'T CALL IT FRISCO"

(Continued from Page 7)

sources are devoted to just plain good food, served by waiters who might have been middle-aged when the institution opened during the Gold Rush. Each is impatient with finicky eaters.

For a day-time treat of sea food there is Big Ben's Fish Grotto at 645 Montgomery Street. The variety is endless and it is another of those places judges, bankers, produce market laborers, eat for the sake of eating. The rendezvous for sea food at night is Fishermen's Wharf.

### EATING PLACES

For those who prefer good food with atmosphere there are such places as Trader Vic's, an illusionary Island of the South Seas in San Francisco; Veneto's; Skipper Kent's; and the self-satisfied formal dining room of the hotels such as the Rose Room of the Sheraton-Palace and the Mural Room of the St. Francis.

There are hundreds of restaurants in the City of St. Francis. Almost without exception, the food they serve is better than the crumbs that gentle man of God offered the Sparrows.

And this is not confined to the geographical boundaries of San Francisco.

Southward along the El Camino Real (King's Highway) there is the Villa at San Mateo. The Shadows not too far away, and Andre's L'Omelette at Palo Alto, a bit of Paris far from home; and Rick-ey's, in San Francisco, the suburb of Stonestown, and at Palo Alto.

But San Francisco offers more than food to satisfy the sense of well-being of humans. There are scenes of beauty found no where else in the world.

The greatest task for fulfillment of this esthetic experience is one of selection.

There is so much to be seen and so little time to see it that even the natives of three score and ten are rewarded continually with new delights.

### THRILLING VIEW

The most thrilling view—when the sun shines gently from the infinite blue of a cloudless sky—is seen from the summit of Twin Peaks which brood aloofly over The City.

Below the series of buildings painted with light and shadows, split by Market Street that runs straight and true from the hills the Indians called the "Breast of the Virgin" to the shimmering, restless waters of the Bay.

There is the lawless of the Bridges, the jewels of green that are peaks, the hills of the East Bay.

To the West are hundreds of acres of land sliding toward the sea, checker-boarded with the white and green of homes, the multi-story apartment towers reaching skyward.

Beyond is the vista of endless watery wastes—the Pacific that stretches far beyond the horizon.

This view from Twin Peaks is the "big picture" of San Francisco. There is as much—and more for many—to be found in the detail.

A miniature of midnight beauty is displayed from the pinnacle of Bohemian Telegraph Hill. There is the blackness of the Bay, jeweled white and gold, and ruby red, the lights of silent ships, the Golden Gate Bridge, red warning lights for ships of the sea and air.

### A FEW "MUSTS"

Golden Gate park is 1,200 acres of land within the city that contains endless natural beauty, humbly nurtured by man. Within its boundaries children fish for trout; their elders contemplate the work of old masters at the de Young Museum; young and old explore the mysteries of outer space at the Morrison planetarium.

The Civic Center, unfinished but grand in design, is dominated by the tower of the City Hall, higher than the dome of the national capitol in Washington. In its shadow is the gray granite bulk of the War Memorial Opera House, where the Charter of the United Nations was signed.

### GOLDEN GATE BRIDGE

There is the green and wooded hills of the National Cemetery where sleep forgotten heroes beneath white stones at the Presidio of San Francisco; the relentless strength of the waves of the Pacific beating against the rocks of the ancient forts that guarded the Golden Gate; their massiveness dwarfed by the steel of the western pier of the Golden Gate Bridge.

Each detail of the 47 square miles of San Francisco has its facet of beauty—sometimes even in the fashion of surrealism.

### The problem is:

"How to see as much as possible in the time available."

It is best to be a tourist and use the sightseeing facilities of the Grav Line.

### Natives do.

### NIGHT LIFE

And when that is completed there is night time sight-seeing. The night life of San Francisco is distinctive and comfortable.

San Francisco is a night club town in the meaning of the term

(Continued on Page 20)

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**DR. THOMAS W. S. WU,  
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Dr. Thomas W. S. Wu, appointed by Mayor George Christopher to serve as a Public Library Commissioner, is a young energetic San Franciscan of Chinese ancestry who finds a 24-hour day much too short!

Besides tending a lucrative dental practice, Dr. Wu manages to find time to lose himself in work for the sheer love of it and to inspire others to take an interest in major welfare projects that keep a big metropolitan city humming.

Like his father, the late Rev. Daniel Wu, who had founded the Chinese Episcopal Mission here, Dr. Wu says he finds "there is greater compensation than money in helping your fellow man." And at 41 the young dentist surely has pitched in and done a capital job so far in civic, health, educational and political affairs, say his many friends.

Ebullient, selfless and a keen student of philosophy, religion and politics, Dr. Wu finds life "brimming over with joy—the joy that comes from making other people happy." He believes that "one should not look for rewards in working for others. The motive must be unselfish," he told us in his office at 916 Kearny Street.

In 1953 the State Department



DR. THOS. W. S. WU  
Public Library Commissioner

selected Dr. Wu "as a typical American citizen of foreign extraction." In a biographical sketch of him, his religious and civic work was pointed up. It also highlighted his dental profession and showed what a young and energetic man of a minority group can accomplish in a Democratic country. The article, Dr. Wu said, was translated and distributed to 17 foreign countries "as a counteracting force against communistic propaganda."

Here are some of his other accomplishments:

Served for 10 years as director of the San Francisco Dental Society, giving many radio and TV

talks in promoting its health and educational program. Civic, Service and other organizations also heard the learned Dr. Wu trumpet the society's fine work.

In 1949, Dr. Wu was one of the San Francisco Chamber of Commerce selections as "the outstanding young men of the year."

Played an important role in the project of the fluoridation of San Francisco's drinking water. "This treatment of drinking water reduces the incidence of dental decay among children by approximately 60 per cent." He appeared before the Board of Supervisors and many civic groups, his efforts greatly helping to make this project a law in 1953.

Dr. Wu again made his weight count forcibly last April when he chaired the "New Citizens Day" of the Chinese-American Citizens Alliance of which he is an officer. "We welcomed the newly-naturalized citizens and encouraged them to participate in all governmental and patriotic activities; always to vote and never to lose sight of what it means to be a good citizen."

For five years he worked hard as a member of the Board of Directors of the Public Health League of California. And for nine years he gave plenty of his free time serving on the Advisory Board of the National Conference of Christians and Jews. As a member for three years of the Group

(Continued on Page 11)

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**Dr. Thomas W. S. Wu**

(Continued from Page 9)

Work and Recreation Council of the Community Chest he did excellent work.

As Vice-Chairman of the Board of Managers of the Chinese Y.M.C.A., Dr. Wu has done creditable work that has earned him warm praise. He also wields a great influence as a member of the Bishop's Cabinet of the Episcopal Church. He spoke enthusiastically of the plans of the True Sunshine Episcopal Mission. "We just bought a tract of land at the corner of Mason and Mission Streets, and soon expect to launch a drive to raise \$150,000 for a new church." (This is the Mission his late father had founded.)

In Masonic circles Dr. Wu is held in esteem. In his daily work he applies "much of the wonderful Masonic philosophy," he confided. He is one of six Americans of Chinese ancestry who has risen to the exalted post of Master of a Masonic Lodge. He is Past Master of the Paul Revere Lodge No. 462, F. & A.M. It means some nine years of hard work and study to reach this, the highest office in a Blue Masonic Lodge.

Dr. Wu has many friends in so-called "Political Lane." He has served on the Republican County Central Committee and the State Central Committee.

Speaking of politics, Dr. Wu said: "Every good citizen should take part in civic affairs and in politics if he would want us to have an excellently governed city, state and country, and one that follows the tradition of our founding fathers. We can do this by choosing the right candidates—those honest, efficient and capable."

Dr. Wu was born in San Francisco, April 22, 1915. He owns his home at 598 - 38th Avenue. Their two children, Laurence, 13, and Elliott, 9, and his wife, Helen, manages somehow "to keep a rain-bow" around their comfortable home the year round.

Dr. Wu was educated at Francisco Junior High School and Commerce High School. He received his degree of dental surgery from the University of California, College of Dentistry. He is Past-President of the Medico Dental Study Club.

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**COUNTY, STATE AND NATIONAL AFFAIRS**—Haley, Ertola, Rolph.  
**EDUCATION, PARKS AND RECREATION**—McMahon, Casey, Dobbs.  
**FINANCE, REVENUE AND TAXATION**—Dobbs, McCarty, McMahon.  
**JUDICIARY, LEGISLATIVE AND CIVIL SERVICE**—McAteer, Haley, Rolph.  
**POLICE**—Casey, Blake, Sullivan  
**PUBLIC BUILDINGS, LANDS AND CITY PLANNING**—Rolph, Dobbs, McAteer  
**PUBLIC HEALTH AND WELFARE**—Ertola, Sullivan, McCarty  
**PUBLIC UTILITIES**—McCarte, Ertola, McMahon  
**STREETS AND HIGHWAYS**—Blake, Haley, McCarty.  
**RULES**—Erdon, Dobbs, Haley.

### ASSESSOR

**RUSSELL WOLDEN, 101 City Hall, ☐ 2, KL 2-1916. 1-8-59**

### CITY ATTORNEY

**DION B. HOLM, 206 City Hall, ☐ 2, HE 1-1322. 1-8-58**

### DISTRICT ATTORNEY

**THOMAS J. LYNCH, 550 Montgomery St., ☐ 11, DO 2-254. 1-8-60**

### PUBLIC DEFENDER

**EDWARD T. MANLEY, 700 Montgomery St., ☐ 11, EX 2-1535. 1-8-59**

### SHERIFF

**MATTHEW C. SPERRY, 31 City Hall, ☐ 2, HE 1-2121. 1-8-60**

### TREASURER

**JOHN J. GOODWIN, 1100 City Hall, ☐ 2, HE 1-2121. 1-8-58**

### COURTS

#### SUPERIOR COURT JUDGES—UN, 1-8552

**WALTER CARPENTIER, Presiding**  
**CLARENCE W. MORRIS**  
**C. HAROLD CALHOUN, JR.**  
**MELVYN I. CRONIN**  
**ELSTACE CULLINAN, JR.**  
**PRESTON DEVINE**  
**TIMOTHY I. FITZPATRICK**  
**THOMAS M. FOLEY**  
**I. L. HARRIS**  
**THERESA MEIKLE**  
**JOHN B. MOLINARI**  
**EDWARD MOKENBUHR**  
**JOSEPH M. CUMMINS, Secretary**  
480 City Hall, ☐ 2, UN 1-8552

#### MUNICIPAL COURT JUDGES—KL, 2-3008

**CLAYTON W. HORN, Presiding**  
**CARL H. ALLEN**  
**RAYMOND J. ARATA**  
**MYRON ARROLL**  
**LENORE D. UNDERWOOD**  
**CHARLES S. PERRY**  
**JOSEPH M. GOLDEN**  
**IVAN L. SLAVICH, Clerk and Secretary**  
301 City Hall, ☐ 2, KL 2-3008  
**A. C. McCHESNEY, Jury Commissioner**  
305 City Hall, ☐ 2

#### TRAFFIC FINES BUREAU, 164 City Hall, ☐ 2, KL 2-3008

**JAMES M. CANNON, Chief Division Clerk**

#### GRAND JURY

457 City Hall, ☐ 2, UN 1-8552  
Meets Monday at 8:00 P.M.  
**FRED PARR, Foreman**  
**MRS. SYLVIA LAPAIR, Secretary**  
**DAVID F. SUPPLE, Consultant-Statistician**

#### ADULT PROBATION DEPARTMENT

604 Montgomery St., ☐ 2, 11, YU 6-2950

**JOHN D. KAVANAUGH, Chief Adult Probation Officer**

#### Juvenile Probation Committee

Meets at City of Chairman and 2nd Thursday each month  
**KENDRICK VAUGHAN, Chairman, 600 Sansome St., ☐ 4, ROY N. PUELL, 545 Bush St., ☐ 3**  
**FRED C. BOWEN, 1000 Market St., ☐ 2, 11**  
**REY. MATTHEW F. CONNOLLY, 349 Fremont St., ☐ 5**  
**RAYMOND BLOSSER, 670 Montgomery Blvd., ☐ 5**  
**FRED C. BOWEN, 1000 Market St., ☐ 2**  
**ROBERT A. PEARBODY, 458 Port St., ☐ 3**  
**FRANK RATTIO, 326 California St., ☐ 4**

#### YOUTH GUIDANCE CENTER

175 Wondale Ave., ☐ 16, SE 1-5740

**THOMAS F. STRYCUCLA, Chief Juvenile Probation Officer**

#### Juvenile Probation Committee

Meets at City of Chairman  
**MRS. FRED W. BLOCH, Secretary, 3712 Jackson, ☐ 18**  
**ROY N. PUELL, 545 Bush St., ☐ 3**  
**REV. JOHN A. COLLINS, 420 - 29th Ave., ☐ 21**  
**JACK GOLDBERGER, 109 Golden Gate Ave., ☐ 2**  
**MRS. EDGAR H. LYON, 2790 Green St., ☐ 23, WA 1-0163**  
**JAMES S. KEARNEY, 1871 - 35th Ave., ☐ 23**  
**MRS. MARSHALL MADISON, 2930 Vallejo St., ☐ 23**  
**REV. JAMES M. MURRAY, 1825 Mission St., ☐ 3**

### AUCTIONEER APPOINTED BY MAYOR

#### CHIEF ADMINISTRATIVE OFFICER

**THOMAS A. BROOKS, Chief Adm. Officer**  
289 City Hall, ☐ 2, HE 1-2121  
**JOSEPH MIGNOLA—Executive Assistant**  
**MARIAN T. FETT, Confidential Secretary**

#### CONTROLLER

**HARRY D. ROSS**  
109 City Hall, ☐ 2, HE 1-2121  
**WREN MIDDLEBROOK, Chief Assistant Controller**

#### LEGISLATIVE REPRESENTATIVE, FEDERAL

**COL. THOMAS J. WEEB**  
Suite 3167-B, Washington Bldg., Washington, D.C.

#### LEGISLATIVE REPRESENTATIVE, STATE

**DONALD W. CLEARY**  
23 City Hall, ☐ 2, MA 1-0163 and HE 1-2121  
Hacienda, Sacramento 17 (during sessions)

### DEPARTMENTS UNDER THE MAYOR

#### ART COMMISSION

100 Larkin St., ☐ 2, HE 1-2121  
Meets first Monday of each month at 3:00 P.M.  
**HAROLD L. ZELLERBACH, President, 344 Sansome St., 11**  
**WILLIAM E. KNUTH, JR., President, 1433 Vallejo St., 4**  
**BETTY (Mrs.) B. J. JACKSON, 3433 Vallejo St., 4**  
**DR. BERNARD C. BLEGLEY, 450 Sutter St., 4**  
**WILLIAM E. KNUTH, JR., S. F. State College, 1600 Holloway**  
**OSCAR LEWIS, 545 Sutter St., 4**  
**CLARENCE O. PETERSON, 116 New Montgomery**  
**MRS. ALBERT CAMPDONICKO, 2770 Vallejo St., 4**  
**ALBERT F. ROLLER, 1 Montgomery St., 4**  
**JOHN GARTH, 1141 Market St., 4**

**Mayor**  
**President, Calif. Palace Legion of Honor**  
**President, City Planning Commission**  
**President, De Young Museum**  
**President, Public Library Commission**  
**President, Recreation and Park Commission**  
**JOSEPH H. DYER, JR., Secretary**

#### CITY PLANNING COMMISSION

100 Larkin St., ☐ 2, HE 1-2121  
Meets every first and third Thursday each month at 2:30 P.M.  
**ROGER D. LAPHAM, Jr., President, 233 Sansome St., 2**  
**ROBERT T. LILLIENTHAL, Vice-Pres., 813 Market St., 2, 3**  
**DONALD B. KIRBY, Stevenson St., 2, 5**  
**MRS. CHARLES B. PORTER, 142 - 27th Ave., 2, 21**  
**THOMAS P. WHITE, 400 Brannan St., 2, 7**

**City-Office Members**  
**THOMAS A. BROOKS, Chief Administrative Officer**  
**JAMES H. TURNER, Manager of Utilities**  
**PAUL OFFERTY, Director of Planning**  
**THOMAS G. MILLER, Secretary**

#### CIVIL SERVICE COMMISSION

151 City Hall, ☐ 2, HE 1-2121  
Meets every Wednesday at 4:00 P.M.  
**FRANCIS P. WALSH, President, 68 Post St., 2, 4**  
**WM. A. LAHANIER, 2 Pine St., 2, 11, YU 6-0968**  
**JOHN L. HOGG, 200 Guerrero St., 2, 3**  
**WM. L. HENDERSON, Sec'y. and Personnel Director**

#### DISASTER CORPS

45 Hyde St., ☐ 2, HE 1-3410  
**MAYOR GEORGE CHRISTOPHER, Commander**  
**CHIEF ADM. OFFICER THOMAS A. BROOKS, Vice-Com.**  
**REAR ADM. A. G. COOK, USN (Ret.) Director**  
**ALEC X. MCGAULAND, Public Information Officer**

#### EDUCATION, BOARD OF

115 Van Ness Ave., SM 1-3480  
Meets first and third Tuesdays at 7:30 P.M.  
**ADOLFO DE URIOSTE, President, 512 Van Ness Ave., 2**  
**BERT LEVIT, Vice-Pres., 465 California St., 2, 4**  
**MRS. GEORGE A. HINDLEY, 29 Serrano Dr., 2**  
**MRS. CLARENCE COONAN, 2531 Filbert St., 2**  
**CHARLES J. FOEHN, 231 Valencia St., 2**  
**JOHN C. LEVINSON, 311 Howard St., 2, 4**  
**CHARLES C. THORNBURG, Jr., 155 Sansome St., 2, 4**  
**DR. HAROLD SPEARS, Supt. of Schools and Secretary**

#### FIRE COMMISSION

2 City Hall, ☐ 2, HE 1-2121  
Meets every Tuesday at 4:00 P.M.  
**ARTHUR J. DOLAN, JR., Pres., Blyth & Co., Inc., 2**  
**Russ Blyth, 2**  
**WALTER H. DUANE, 220 Bush St., 2, 9**  
**WILLIAM KILPATRICK, 820 Hyde St., 2, 9**  
**FRANK P. KELLY, Chief of Department**  
**CARL F. KRUGER, Chief, Division of Fire Prevention and Investigation**  
**THOMAS W. MCCARTHY, Secretary**

#### HOUSING AUTHORITY

440 Turk St., ☐ 2, OR 3-5800  
Meets first and third Thursdays at 10:00 A.M.  
**LLOYD E. WILSON, Chairman, 25 Van Ness Ave., 2**  
**CHARLES J. JUDSON, 1160 Montgomery St., 2, 11**  
**A. E. MAILLOUX, 200 Guerrero St., 2, 3**  
**B. L. HAVISIDE, 40 Spear St., 2, 5**  
**CHARLES L. CONLAN, 1655-Follow St., 2, 3**  
**JOHN W. BEARD, Executive Director**

#### PARKING AUTHORITY

500 Golden Gate Ave., ☐ 2, PR 4-1565  
Meets every 1st and 3rd Thursday at 4 P.M.  
**Authority Conference Room**  
**HAROLD A. BERLINER, President, 135 Mississippi, 2, 7**  
**RANDOLPH HALE, 1160 Montgomery St., 2, 11**  
**DAVID THOMSON, 65 Berry St., 2, 7**  
**ALBERT F. SCHLAFER, 2001 Market St., 2, 14**  
**ALBERT H. JACOBS, 2901 Leavenworth St., 2, 21**  
**VINING T. FISHER, General Manager**  
**THOMAS J. O'TOOLE, Secretary**

**PERMIT APPEALS, BOARD OF**

227 City Hall, Z. 2. HE 1-2121  
Meets every Wednesday at 3:30 P.M.

**HAROLD C. BROWN**, President, 605 Market St.  
**JOSEPH T. TARRANT**, Vice-Pres., 490 Jefferson St.  
**CLARENCE J. WILHELM**, 2450 - 17th St., Z. 3  
**PETER TAMARAS**, 76 Jackson St.  
**ERNEST L. WEST**, 265 Montgomery St., Z. 4  
J. EDWIN MATTOX, Secretary

**POLICE COMMISSION**

Hall of Justice, Z. 8. SU 1-2020  
Meets every Monday at 4:30 P.M.

**HAROLD R. McKINNON**, President, Mills Tower, Z. 4  
**PAUL A. BISSINGER**, Pacific & Davis St., Z. 11  
**THOMAS J. McLELLAN**, 390 First St., Z. 3  
FRANCIS J. AHERN, Chief of Police  
**THOMAS J. CAHILL**, Deputy Chief of Police  
**JAMES L. ENGLISH**, Chief of Inspectors  
**CAPT. DANIEL F. McLEMAN**, Supervising Captain  
**CAPT. OTTO MEYER**, Director of Traffic  
**CAPT. DANIEL KIELY**, Secretary to Dept.

**PUBLIC LIBRARY COMMISSION**

Civic Center, Z. 2. HE 1-2121  
Meets the first Tuesday of each month at 4:00 P.M.

**MRS. J. HENRY MOHR**, President, 2 Castagna Ave., Z. 16  
**ROSE M. FANUCCI**, 311 Columbus Ave., Z. 11  
**REV. F. D. HAYNES**, 1399 McAllister St., Z. 15  
**CAMPBELL McGOVERN**, 2537 Ocean Ave., Z. 27  
**J. MAX MOORE**, 598 Potrero Ave., Z. 10  
**MRS. HAZEL O'BRIEN**, 440 Ellis St., Z. 3  
**ALBERT E. SCHWABERGER**, 100 Montgomery St., Z. 4  
**BERT SIMON**, 1330 Folson St., Z. 3  
**E. LEE YAMAS**, 904 Gary St., Z. 9  
**DR. THOMAS W. S. WU**, 910 Kearny St., Z. 11  
**LAURENCE J. CLARKE**, Librarian  
**FRANK A. CLARVOE, JR.**, Secretary to Commission

**PUBLIC UTILITIES COMMISSION**

287 City Hall, Z. 2. HE 1-2127  
Meets every Monday at 2:00 P.M.

**JOSEPH MARTIN, JR.**, President, 400 Montgomery St., Z. 4  
**DANIEL F. DEL CARLO**, Vice-Pres., 200 Guerrero St., Z. 3  
**EDWARD L. WELSH**, 14 Gas Way, Z. 23. WE 1-8501  
**OLIVER M. ROUSSEAU**, 100 Sacramento St., Z. 8  
**DONALD A. CAMERON**, 2566 Ocean Ave., Z. 27  
R. McDONALD, Secretary  
**JAMES H. TURNER**, Manager of Utilities  
**JAMES J. FINN**, Exec. Secty. to Manager

**Bureaus and Departments**

**BUREAU OF ACCOUNTS**—George P. NEGRI, Director, 287 City Hall

**BUREAU OF LIGHT, HEAT AND POWER**—A. DE VINNE, Manager, 425 Mason St., Z. 2. PR 5-7000

**HATCH HETCHY SYSTEM**—HARRY E. LLOYD, Chief Engineer and Gen. Mgr., 425 Mason St. PR 5-7000

**BUREAU OF PERSONNEL AND SAFETY**—PAUL J. FANNING, Dir., 901 Presidio Ave., Z. 15. FI 6-5636

**MUNICIPAL RAILWAY**—CHARLES D. MILLER, Manager, 949 Francisco St., Z. 18. FI 6-5636

**S. F. INTERNATIONAL AIRPORT**—FREDERIC B. BUTLER, Manager, S. F. San Francisco, PL 6-5900

**BUREAU OF PUBLIC SERVICE**—VIRGIL L. ELLIOTT, Director, 287 City Hall, Z. 2. HE 1-2327

**WATER DEPARTMENT**—GEORGE W. PRACY, General Manager, 425 Mason St., Z. 2. PR 5-7000

**PUBLIC WELFARE COMMISSION**  
585 Bush St., Z. 8. GA 1-5000  
Meets first and third Tuesdays of each month at 9 A.M.

**EDWARD J. WREN**, President, 1825 Mason St., Z. 3  
**ERNEST D. HOWARD**, 313 Montgomery, Z. 4  
**FRANK P. AGNOST**, S. F. Chronicle  
**MRS. JOHN D. MURRAY**, 1306 Portola Drive, Z. 27  
**ALBERT S. SAMUELS**, 865 Market St., Z. 2  
**RONALD H. BORN**, Director, Public Welfare  
**MRS. EULALA SMITH**, Secretary to Commission

**RECREATION AND PARK COMMISSION**

McLaren Lodge, G.G. Park, Z. 17. SK 1-4866  
Meets second and fourth Thursdays of each month at 3:00 P.M.

**LOUIS SUTTER**, President, 58 Sutter St., Z. 4  
**WM. M. COFFMAN**, 531 Market St., Z. 5  
**REV. EUGENE A. GALLAGHER**, 945 Market St., Z. 2  
**DR. FRANCIS J. HERZ**, 450 Sutter St., Z. 8  
**MRS. JOSEPH A. MOORE, JR.**, 2590 Green St., Z. 23  
**FRED D. PARK**, Drumm St., Z. 11  
**JANE ZIMMERMAN**, 2424 Funton Ave., Z. 16  
**MAX G. FUNKE**, General Manager  
**WILLIAM J. SIMMONS**, Exec. Secretary to Gen. Mgr.  
**EDWARD McDEVITT**, Secretary to Commission

**REDEVELOPMENT AGENCY**

312 Golden Gate Ave., Z. 2. OR 3-6134  
Meets every Tuesday at 3:30 P.M.

**JOSEPH L. ALIOTO**, Chairman, 111 Sutter St., Z. 4  
**LAWRENCE R. PALACIOS**, Vice-Chr., 2540 - 16th St., Z. 3  
**DR. J. JOSEPH HAYES**, 210 Post St.  
**ROY P. COLE**, 625 Townsend St., Z. 3  
**JAMES E. STRATTON**, 231 Bush St., Z. 15  
**EUGENE J. RIORIAN**, Director  
**M. C. HERMANN**, Secretary

**RETIREMENT SYSTEM BOARD**

460 McAllister St., Z. 2. HE 1-2121  
Meets every Wednesday at 3:00 P.M.

**JOHN F. BRADY**, President, 1296 - 16th Ave., Z. 22  
**W. B. CROWLEY**, Dept. of Public Health, Z. 2  
**BELFORD BROWN**, First Western Bank  
**WILLIAM T. REED**, 1455 - 20th Ave.  
**WM. J. MURPHY**, 1771 - 45th Ave., Z. 22  
**HARRY J. STEWART**, 605 Market St., Z. 5  
President, Board of Supervisors  
City Attorney  
**RALPH M. NELSON**, Consulting Actuary  
**IRA G. THOMPSON**, Secretary

**WAR MEMORIAL TRUSTEES**

Veterans Building, Z. 2. MA 1-6600  
Meets second Thursday of each month at 3:00 P.M.

**J. RUFUS KLAUWANS**, President, 215 Montgomery  
**FRENTIS COBB HALE, JR.**, Vice-Pres., 867 Market St.

**Trustees**  
**GEORGE T. DAVIS**, 98 Post St.  
**SAM HARRIS**, 513 Bryant  
**EUGENE D. D. BENNETT**, 215 Bush  
**SIDNEY M. EHRLMAN**, 14 Montgomery  
**COL. FRANK A. ELYNN**, Post Office  
**W. A. HENDERSON**, 19 Maxwell Drive  
**MILTON KLEITER**, 2179 - 27th Avenue  
**GUIDO J. MUSTO**, 515 Market Point  
**RALPH J. A. STERN**, 305 City  
**EDWARD SHARKEY**, Managing Director  
**E. L. RICHENGE GEORGE**, Secretary

**SAN FRANCISCO MUSEUM OF ART**

Veterans Building, DR. GRACE MORLEY, Director, HE 1-2040

**DEPARTMENTS UNDER THE CHIEF ADMINISTRATIVE OFFICER**

**CORONER**

DR. HENRY W. TURKEL  
650 Merchant St., Z. 11. DO 2-0461

**ELECTRICITY, DEPARTMENT OF**

45 Hyde St., Z. 2. HE 1-2121  
D. O. TOWNSEND, Chief  
DOYLE L. SMITH, Supt. of Plant

**FINANCE & RECORDS, DEPARTMENT OF**

Vinayca, Director, 220 City Hall Z. 2. HE 1-2121  
**COUNTY CLERK**—MARTIN MORGAN, 317 City Hall, Z. 2. HE 1-2121  
**PUBLIC ADMINISTRATOR**—WILFRED A. ROBINSON, 463 City Hall, Z. 2. HE 1-2121  
**RECORDER AND REGISTRAR OF VOTERS**—THOMAS A. TOOMEY, 207 City Hall, Z. 2. HE 1-2121  
**TAX COLLECTOR**—JAMES REINFELD, 107 City Hall, Z. 2. HE 1-2121

**HORTICULTURAL COMMISSIONER**

**WILLIAM F. CARROLL**  
Agricultural Building, Embarcadero, Z. 7. SU 1-3003

**PUBLIC HEALTH DEPARTMENT OF**

Health Center Building, Z. 2. UN 1-4701  
**DR. ELLIS D. SOX**, Director Public Health  
**DR. C. C. SAIGE**, Assistant Director of Public Health  
**HASSLER HALL HOSIE**—DR. LINCOLN F. PUTNAM, Supt., Redwood City  
**L. AGNA HONDA HOME**—LOUIS A. MORAN, Supt., 325 Oak and Duany Blvd., Z. 16. MO 4-1580  
**SAN FRANCISCO HOSPITAL**—DR. T. E. ALBERS, Supt., 22nd and Potrero, Z. 10. MI 7-0820  
**CENTRAL EMERGENCY HOSPITAL**—EARL BLAKE, Chief Steward, Grove and Polk. HE 1-2900

**PUBLIC WORKS, DEPARTMENT OF**

260 City Hall, Z. 2. HE 1-2121  
**SHERMAN P. DUCKEL**, Director  
**R. BROOKS LARTER**, Assistant Director, Administrative  
**L. J. ARCHER**, Art Director, Maintenance and Operation

**Bureaus**  
**ACCOUNTS**—J. J. McCLOSKEY, Supervisor, 260 City Hall, Z. 2. HE 1-2121  
**ARCHITECTURE**—CHARLES W. GRIFFITH, City Architect, 260 City Hall, Z. 2. HE 1-2121  
**BUILDING INSPECTION**—LESTER C. BUSH, Superintendent, 275 City Hall, Z. HE 1-2121  
**BUILDING SUPERVISOR**—WALTER C. ZECHER, Superintendent, 2323 Army, Z. 10. MI 7-9620

**CENTRAL PERMIT BUREAU—SIDNEY FRANKLIN**

Superintendent, 246 City Hall, Z. 2. HE 1-2121  
**ENGINEERING**—REUBEN H. OWEN, City Engineer, 359 City Hall, Z. 2. HE 1-2121  
**SEWER REPAIR AND SEWAGE TREATMENT**—BEN BENAS, Superintendent, 2133 Army, Z. 10. MI 7-9620  
**STREET CLEANING**—S. J. SULLIVAN, Sept., 2123 Army, Z. 10. MI 7-9620  
**STREET REPAIR**—FRED BROWN, Supt., 2123 Army, Z. 10. MI 7-9620

**PURCHASING DEPARTMENT**

270 City Hall, Z. 2. HE 1-2121  
**PURCHASER OF SUPPLIES**—B. C. KLINE  
**CENTRAL SHOPS**—ATYMER W. PETAN, Superintendent

**REAL ESTATE DEPARTMENT**

375 City Hall, Z. 2. HE 1-2121  
**PHILIP L. REZOS**, Director of Property  
**JAMES A. GRAHAM**, Superintendent of Auditorium Civic Auditorium, Z. 2. HE 1-6132

**SEALER OF WEIGHTS AND MEASURES**

O. C. SKINNER, JR.  
6 City Hall, Z. 2. HE 1-2121  
**FARMER'S MARKET**—Thomas Christian, Market Master, MI 7-9423

**SEPARATE BOARDS AND DEPARTMENTS**

**CALIFORNIA ACADEMY OF SCIENCES**

**DR. ROBERT C. MILLER**, Director  
Golden Gate Park, BA 1-5100

**CALIFORNIA PALACE OF THE LEGION OF HONOR**

Lincoln Park, Z. 21. BA 1-5610  
**Board of Trustees**  
Meets the second Monday in January, April, June and October at 3:30 P.M.

**MRS. A. B. SPRECKELS**, Honorary Pres., 2 Pine, Z. 11  
**PAUL VERDIER**, President, 199 Geary, Z. 8  
**JAMES B. BLACK**, 245 Market  
**ALEXANDER D. BRETTEVILLE**, 2 Pine St., Z. 11  
**CHARLES MAYER**, S. F. Examiner, 3rd and Market, Z. 3  
**WILLIAM WALLACE**, 1033 Montgomery St., Z. 4  
**JOHN N. ROSEKANS**, 2 Pine St., Z. 11  
**WILLIAM R. WALLACE, JR.**, 310 Sansome St., Z. 4  
**LOUIS A. KIRKMAN**, 177 - 11th St., Z. 11  
**WALTER E. BUCK**, Russ Bldg., Z. 4  
**E. RAYMOND ARMSBY**, 111 Sutter St., Z. 4  
**MRS. BRUCE KELMAN**, 2065 Washington St., Z. 9  
**DAVID PLEYDELL-BOUYERIE**, Glen Ellen  
**WHITNEY WARREN**, 235 Telegraph Hill Bld.

**Mayor George Christopher**  
**LOUIS SUTTER**, Pres., Recreation & Park Commission  
**THOMAS CARP HORN**, Director  
**CAPT. MYRON E. THOMAS**, Secretary

**M. H. deYOUNG MEMORIAL MUSEUM**

Golden Gate Park, Z. 18. BA 1-2067  
**Board of Trustees**  
Meets the second Monday in January, April, June and October at 3:30 P.M.

**MRS. HELEN CAMERON**, Hillsborough, Hon. President  
**MICHEL D. WEILL**, President—The White House  
**CHARLES R. BLYTH**, Russ Bldg., Z. 4  
**WILLIAM WALLACE**, 1033 Montgomery St., Z. 4  
**SHELDON G. COOPER**, Crocker Building  
**R. GWYNETH LUTHER**, 2065 Washington  
**RANDOLPH A. HEARST**, 860 Howard St., Z. 19  
**MRS. WALKER KAMM**, San Mateo  
**JAMES K. LOCKHART**, California St., Z. 4  
**GROVER MAGNIN**, St. Francis Hotel  
**GARRETT McENERNEY**, 17, 3725 Washington  
**OSCAR F. OAKES**, 2098 Washington  
**RICHARD RHEIM**, 215 Montgomery St., Z. 4  
**JOSEPH O. TOBIN**, Hibernia Bank, Z. 2  
**MRS. NION TUCKER**, Burlington Country Club  
Ex-Officio Members  
**Mayor George Christopher**  
**LOUIS SUTTER**, Pres., Recreation & Park Commission  
**DR. WALTER HELL**, Director  
**HOWARD VAN ORDEN**, Jr., Secretary

**HEALTH SERVICE SYSTEM**

61 Grove St., HE 1-7100  
**GEORGE W. GUNIFFE**, President, 1627 - 25th Ave. 22  
**GEORGE J. GALLAGHER**, 1817 - 22nd St.  
**PHILIP G. ENGLER**  
**THOMAS BYRNE**, 468 - 30th St.  
**DANIEL J. GALVIN**  
**THEODORE F. DOLAN**, 124 Juanita Way  
**JOHN M. DEAN**, 1095 Market St.  
**MURRAY L. MCKENZIE**  
**EDWARD T. HENRY**  
**THOMAS F. O'NEILL**  
**WALTER E. HOOK**, M.D., Medical Director  
Vacancy, Secretary

**LAW LIBRARY**

**ROBERT J. LUTHERSON**, Librarian  
436 City Hall, Z. 2. HE 1-2121

**PUBLIC BOUND**

**CHARLES W. FRIEDRICH**, Secretary and Manager  
2500 - 16th St., Z. 3. MA 1-7100

## ***Welcome to San Francisco!***

THE PEOPLE OF CALIFORNIA and San Francisco hope they have done more than just spread the proverbial "red carpet" for you, Mr. President, Delegates, and the thousands of distinguished visitors expected from all over our country—and doubtless from other countries, too.

They have, for this historic event, the GOP national convention, joyously opened their hearts and pocketbooks unstintingly to greet you with all the pomp and fanfare befitting this occasion. They're putting on their best holiday dress for you.

San Francisco, the cradle of the United Nations, loves to do things on a big scale. It also loves to make history. This will mark the fourth time in a little more than a decade that San Francisco's ingenious citizens can sit back and say with modest pride that again "we have made history."

They have extended themselves—with money a second thought—to greet you and make each one of you feel a hearty welcome to our great city such as few down in history as a memorable one!

We hope to pour a gentle rain of friendliness and neighborliness throughout your visit here. We

want you to get to know us San Franciscans as a most friendly folk. A city where chivalry is still practiced; a big city with a small-town, homey flavor.

We have set the stage for a round of festivities which should add to your delight while here. Everything will be done on a lavish scale just to please you.

During your visit you'll have the opportunity to see some of our places of cultural interest—the Opera House, museums, art galleries, parks, and some of the famous eating places for which San Francisco is widely noted. Our Chinatown is a MUST. Then you may want to see Fisherman's Wharf, and view Alcatraz, the famous federal prison on "The Rock." A panoramic view from Coit Tower; or from atop the Mark Hopkins Hotel. And of course, a trip across our famous bridges, the Golden Gate and the Bay Bridge.

There are many more places of interest that you will find extremely thrilling and inspiring.

But one thing we want to stress—you are our guest during the GOP Convention. We do hope you may be able to say, after your return home, "San Francisco surely was a gracious and most friendly host. We must return again!"

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## Women of Distinction

JANE E. ZIMMERMAN  
Secretary of the S. F. Host Committee

By LUCILE ERSKINE

**HONORED BUT A SHORT TIME AGO** by Mayor George Christopher by appointment as Commissioner on the San Francisco Recreation and Park Commission, the Lady Secretary of the San Francisco Host Committee for the Republican Convention is a poised, queenly blonde with a neat-featured face and light blue eyes. There is quite a bit of brain back of them. She looks to be on the good side of thirty and is Jane E. Zimmerman.

It is particularly fitting that this attractive person should hold out the welcome hand of San Francisco to our guests. Because both Jane and her mother are Native Daughters.

We talked at a luncheon table on a roof-top restaurant. Below us was a sunny San Francisco, no foghorn, no clouds. Looking out over her city with eyes that plainly showed her love for it, she told me how her people came here in 1848.

"In that year," she said, "two families who as yet had never met left Germany about the same time. The destination of both groups was that California city, where gold was making dreams come true.

"One family came in a covered wagon. But in New Orleans, they stopped to rest and get fresh supplies. There they met for the first time the other family. Though headed too for San Francisco, these emigrants had chosen to come by way of the Horn. All looked forward to a reunion, when they would reach the city where they were to establish new homes.

"Now," she went on, "Fate steps in. In the covered wagon family were some grown girls. Included in the family coming to San Francisco by boat were some promising young men. So, the girl who became my grandmother married a boy of the other family. In this way, our roots started here."

The late Herman Zimmerman, Chief Deputy Assessor, was her father. So, she grew up in an atmosphere of public service.

"My very first memory," she recalled, "was when I was four. But don't think it was of me playing with a doll. Oh, no. I was handing out campaign literature for Assessor Russell Wolden, beloved father of our present Assessor."

Yet at first her trend seemed to be towards art. For when she was ten and a Girl Scout, she made leaves out of wax, and made them so well that they are exhibited to-day under glass in the African room of the San Francisco Scout Headquarters.

After graduating from Poly-

tee. She is also alternate delegate-at-large for the current convention.

Recently, while in Washington, D. C., she met the President and Mrs. Eisenhower. She was profoundly impressed by both. The President she characterizes as "a terrific personality — and with what a memory for names!"

Our Republican Convention, she is sure, will be the forerunner of others to be held in this city. Gold, she believes, will flow again in San Francisco, but this time it will be

personal—do nothing when she is in power for her pet friends or relatives. And always she has to be controlled, no fits of temper. Her work has to be three times as good as a man's. Finally, she has to be dedicated to her city and country. And dedication means sacrifice. There are not many women who will choose sacrifice."

When I asked the pleasing blonde seated opposite me why she had never married, she answered with a very definite smile:

"I may get around to it someday and then again I may not. I love my work and for relaxation I like knitting and my art studies. My home life with my mother is completely happy. As it is, my life is very full."

She has told me that not many women would go in for the dedication that real public service demands. But when we rose from the table, I felt that I had talked to one who was making that dedication on and gladly.



A WOMAN OF DISTINCTION

technic High, there were two years at the University of California, with decorative arts as her specialty.

Then the commercial world drew her and she left college for a business school. Her first job was secretary to an insurance broker.

But the desire to work for her city was in her blood. Her service to it started in the Recreation Department. You could have found her then at the Teen Age Center in North Beach, counseling children.

It was the Young Republicans (a political organization whose members are all under forty) that first "spotted" her as a remarkable organizer. They voted her into various high offices and sent her on to become Vice Chairman of the Republican State Central Commit-

tee from the tourists' pockets.

"Much of our present business expansion," she explains, "is due to our Mayor. San Francisco was settling down to be a frayed dowager city with a great past, but no future. Then George Christopher came into her aging life. Now she is young again and going ahead to become Queen of the Pacific and the Air Lines.

"But there is a cancer in our midst that we must erase—Skid Row. Since women are going to play a prominent part in our expanding city—I suggest this:

"Why shouldn't women's clubs study alcoholism? They might come up with an answer."

"What qualifies," I put to her, "must a woman have to become a political success?"

"First, I'd say, she must be in-

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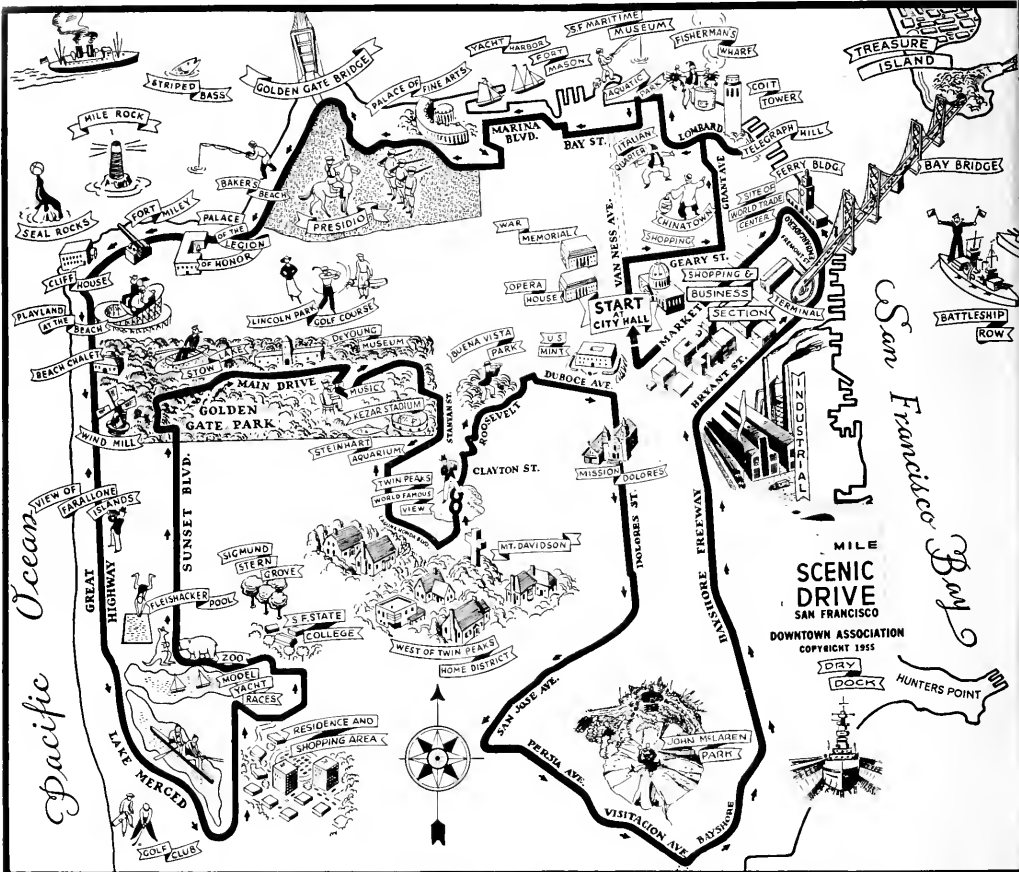
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DOWNTOWN SHOPPING AND HOTEL DISTRICT. In the vicinity of Union Square are a number of hotels and a downtown retail shopping district with its many attractive shops.

FINANCIAL DISTRICT, Montgomery Street, "The Wall Street of the West" with its towering structures forming veritable canyons. The largest building in the West in cubic footage is in this section as well as headquarters of our nation's leading businesses. The skyline created by these buildings stepping upward, forms a most interesting and impressive picture from the bay and the Bay Bridge. A great

many visitors who have seen New York speak of the similarity of silhouette as compared with that great metropolis of the Atlantic coast.

CHINATOWN. You now come upon that cluster of steep pitched streets, where the largest Chinese settlement outside of China lives its own life. Here the shops, and sounds, even the architecture, suddenly become truly Oriental. Strange music issues from theatres where artists from Canton and Shanghai appear in their colorful attire, and a visit to the Chinese temples will prove most fascinating. High above the street you will dine on Chinese food amid the sights and sounds of the Orient.

LATIN QUARTER of "A Little Bit of Old Italy" with its colorful shops of interesting Italian displays is always a pleasant experience. The quarter is famous for its Bohemian Restaurants and Italian dishes—cheeses, breads, pastes and sausages in every shape and flavor are available. The food as prepared here even surpasses that which is served in Italy.

TELEGRAPH HILL. The Coit Memorial Tower which has an elevator to the top reaches into the sky and marks the scene around which many of the early shipping romances of San Francisco were born. A grand terrace has been built on the summit of the hill. From the parapet wall, one looks out the Golden Gate, sees the islands of the bay and the long curving waterfront, the busy harbor, as well as a bird's eye view of Treasure Island.

FISHERMEN'S WHARF. A picturesque bit of Italy in San Francisco, a miniature harbor berthing 600 gaily painted ships of the Ital-

ian fishermen. Besides the docks you will find stalls serving fresh crab and shellfish from a boiling cauldron. Yards and yards of mended nets are stretched out in the sun to dry.

**AQUATIC PARK.** For outdoor swimming in San Francisco Bay, boating and the curved Municipal Pier where men and boys are busy every day in the week fishing for bass and other bay fish.

**FORT MASON & TRANSPORT DOCKS.** A Military Reservation, the chief interest of which lies in the Transport Docks where the troop and supply ships load provisions and changing personnel for our Far Eastern possessions.

**MARINA & YACHT HARBOR.** The picturesque Marina Boulevard is an attractive residential district. Sailing yachts rounding the islands of the Bay and luxurious motor craft pass in and out of San Francisco's beautiful Yacht Harbor.

**PALACE OF FINE ARTS.** Beyond the Yacht Harbor we turn past the Palace of Fine Arts, one of the most beautiful buildings in the world. This masterpiece of architecture which was built to house the Art Exhibits of the Panama Pacific International Exposition in 1915 is now a permanent structure and retains all its original beauty.

Entering the **PRESDIO**, a United States Military Reservation of 1,540 acres, we pass the Letterman General Hospital and come to the Parade Grounds. At the far end are old Spanish cannon that saw service with Pizarro in Peru. The Officers' Club is the oldest adobe building in San Francisco. This was the place of the first white settlement in San Francisco.

Through trees the road winds above Crissy Field and here you have a view of the Golden Gate Bridge, and then by gun pits and the heavy fortifications that guard the San Francisco shoreline of the Golden Gate. We pass by a dirigible hangar, leaving the military reservation to enter Sea Cliff, a residential section where San Franciscans have homes that own the sunsets of the Golden Gate.

**LINCOLN PARK** is a Municipal Golf Course and overlooks the entrance to the Golden Gate and the broad Pacific. Our road turns about the flagpole that marks the western terminus of the Lincoln Highway.

**THE CALIFORNIA PALACE OF THE LEGION OF HONOR** is located at this terminus, housing many treasures in tapestry, painting and sculpture.

**SEAL ROCKS—CLIFF HOUSE.** The famous Cliff House and the Seal Rocks are familiar names as also Sutro Baths with the world's largest indoor swimming tank. Past the amusement zone we note the Dutch Windmill in Golden Gate Park and the ship Gjoa in which Amundsen made the northwest passage, and then down the Great Highway, a marvelous road which runs for three miles with a pedestrian esplanade and a seawall built upon which to view the booming surf of the Pacific Shore, and where a view of the Farrallones can be had.

**FLEISHHACKER ZOO AND WORLD'S LARGEST OUTDOOR SWIMMING POOL** a quarter of a mile long with heated ocean water. The Zoo with nine acres where animals from all the jungle lands of the world live in sunny enclosures or spacious cages.

Lake Merced, part of San Francisco's great Hetchy water supply system, is adjacent to the Harding Municipal Golf course.

**GOLDEN GATE PARK** with its 1,013 acres of beauty which signifies the spirit that built and rebuilt a great city. This was once a wasteland of shifting sand dunes and today is the finest park in the world.

We take the north drive circling the Shain of Lakes, past the Buffalo Paddocks to Spreckels Lake, and then to the "Portals of the Past," the Japanese Tea Garden, Temple of Music, deYoung Museum, Academy of Sciences and the Steinhart Aquarium, Horticultural Palace.

A whole day should be spent in this park with its miles of drives including Stow Lake—Strawberry Hill, Bear Pits, Deer and Elk Parks—ball grounds, tennis courts, conservatories, stadiums, aviary and tropical gardens.

**TWIN PEAKS.** A wide motor road winds to the top where the world-famous panoramic view of the city and surrounding Bay Area can be had. From here also can be seen Mt. Davidson, the highest peak in San Francisco (elevation 926 feet), surmounted by a large cross; it is the site of the annual outdoor Easter service.

**MINT & MISSION DOLORES.** The new United States Mint on an eminence just off Market Street, is passed and one comes to Dolores Street; it is a very short distance to Mission Dolores, founded in 1776 by the Franciscan Fathers, and which houses many interesting relics of Spanish California.

**SAN FRANCISCO JUNIOR COLLEGE.** Occupies 71 acre site in Balboa Park in southwest section of the city. Established in 1935 as an integral part of the San Francisco Unified School District Curriculum covers first two college years.

**McLAREN PARK.** A tribute to the creator of world famous Golden Gate Park. Over 300 acres of natural park with miles of riding trails.

Will provide facilities for woodland sports such as hiking, camping, target practice, etc. Affords panoramic view of the city, Bay, trans-bay cities and Hunters Point Navy Yard.

**HUNTERS POINT NAVY YARD.** Tremendous naval development of World War II. Represents a \$100,000,000 national investment consisting of six drydocks of which one is the largest in the nation. Has 500 ton crane, strongest in the world. Capable of handling repairs on every type naval vessel from submarine to battleship.

**SHIPBUILDING.** Location of famous Pacific Coast yards of Bethlehem Shipbuilding Corp.

**INDUSTRY.** The San Francisco industrial area. Soon to be expanded by reclamation and fill of adjacent tidelands and to be served by new automobile and truck express highways in addition to present railroad and steamship facilities.

**FERRY BUILDING.** Historic landmark of ferry boat days. Still serves railroad ferries and as western terminus of Southern Pacific and Western Pacific railways.

**WORLD TRADE CENTER.** Projected site of \$55,000,000 headquarters of international trade on the Pacific Coast. To centralize and vitalize commercial intercourse with nations of the Pacific.

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SAN FRANCISCO

## "Don't Call It Frisco"

(Continued from Page 8)

as popularized by such places as New York.

The reason is that San Franciscans go to night clubs to enjoy themselves rather than to see and be seen.

The fame of the conventional night clubs that do survive does not measure up to the City's reputation for food.

But for those who seek the night time entertainment that is a chorus line and micro-phone entertainment, there is a reasonable selection.

One that is a "must" in this respect is the "hungry i," operated with a mixture of IEM efficiency and Parisian Bohemianism by Enrico Banducci who even wears one of his 200 berets when he sleeps.

The "hungry i" occupies a basement at Kearny and Jackson Streets that once was home for a selected group of opium smokers.

Now only food, drinks, and entertainment are served there. The latter sometimes is reminiscent of the delirium and weird dreams that opium smokers must have experienced.

Only really distinctive feature of San Francisco's decor of night clubs are those of Chinese motif. There is Andy Wong's Chinese Sky Room, and Charlie Low's Forbidden City.

There the cast of entertainers is exclusively Chinese. It is worth more than the price of admission to hear a Chinese couple do "Why Do I Love You?"

A San Francisco night club institution is Bimbo's 365 Club, in the Columbus Avenue district. Its entrance is just off the park before the stern lines of St. Peter and Paul's Church with its stark granite Bufano conception of St. Francis.

The most popular night club of them all, although its sole entertainment is a silencing view of San Francisco from on high, is the Top of the Mark on Nob Hill, at California and Mason Streets.

Just across the street from the Mark is the Fairmont. It has a Tonga Room, a Papagayo Room, a Camelia Room, and even a Merry-GO-Round Bar, which sometimes causes confusion to the patrons after mid-evening.

Where the old Barbary Coast roared before sin was "banished" from San Francisco in 1914, there has been an attempt to establish a collection of night clubs in a district called the "International Settlement." There you pay your money and take it all home.

It is true that San Francisco is not the night club capital of the world.

But women, at least, still overcome this deficiency when they go shopping.

It is not by happen-stance that the women of San Francisco have

been included by the most objective critics as among the best dressed in all the world.

They have a lot of help from the men and women who inspire and provide their items of fashion, suitable for any occasion from a beer bust on the beach to the posh opening of the opera.

The heart of this shopping district is the area of Union Square, a green formal garden that hides a three story deep garage.

Distinctive among the salons of fashion is the San Francisco Institution that is known as Joseph Magnin's at Stockton and O'Farrell Streets, a leader in San Francisco styling for two generations.

There secretaries and sub-debs make critical selections; while grande dames from Pacific Heights choose their gowns for the jewel of the well-dressed social season, the autumn opera opening.

Also in the Union Square district is Saks. L. Magnin's, Ransohoff's, Mailson Mendessole, Nelly Gaffney. For jewels better than the costume variety there is Shreve & Co., at Post Street and Grant Avenue.

And it will be the wise husband who lays down the law and budgets his wife's purchases at Gump's at 250 Post Street. The jade collection probably is not for sale but other imports, tapestry, pottery, clothes, are.

This devotion to the richness of fashion is an echo of the determine of the wife and mother of the immediate post-Gold Rush days to compete with the lush attire of the girls who came in '51 to ease the loneliness of the gold seekers who came in '49.

The fine specialty shops, the department stores, such as the City of Paris and the White House, have maintained this standard.

Fashions of San Francisco are a blend of Parisian individuality, the exotic flare of the Orient, Fifth Avenue sophistication—and an inherited taste and individuality that reflects the conscious pride of a proud people.

All this is synthesized in one of the most wondrous sights in all this world:

The woman of San Francisco, chicly, conservatively suited, walking along a sun-drenched street at mid-morning, her stride free, her beauty as fresh as the petals of the gardenia she wears at her throat.

The blue of the Bay, the pastel, vagrant whiffs of fog that gently kiss the night sky, the beauty of the park, will be memories when ends the interlude that is San Francisco.

But the transition from residence to memory need not be abrupt.

To the west, 2,400 miles but only eight hours when measured by time, are the Islands of Hawaii. Beyond to the other points of the compass are the regions of the Pacific Slope

Both Pan American World Airways and United Air Line shuttle their planes to and fro across the Pacific between San Francisco and Hawaii practically every hour on the hour.

The round-trip plush fare on Clippers is \$310; in the tourist class planes, \$250. The return trip landfall may be Seattle, Portland, Los Angeles, or San Francisco.

For those who cannot venture westward beyond the shore, the departure from San Francisco may be made by land or air.

If the journey home is given wings, a morning departure is wise.

For then unreels below the pictures of Shasta Dam, the largest product of man's hands, to the north; the lush lands of the Central Valley that lead the way to Los Angeles; the wind-whipped and ice capped peak of Mt. Whitney that broods over the desolation of Death Valley.

None of these wonders cease until begins the plains of the Middle West, hours after departure from San Francisco International Airport.

The land route by rail winds through the folds of the High Sierra, skirts the jewel of Lake Tahoe, slips along the Valley floor to the south or through the mountains of the Northern Route.

By automobile the choice of route is almost infinite.

Southward, the traveller may brave the rugged grandeur of the coastal route—mountains and sea, with rest on the Monterey Peninsula, a hundred miles south of San Francisco. Highway 40 leads eastward through the mountains, with Reno, "The Biggest Little City in the World", first night stopping—but not resting—place.

But before departure one reflective summation of San Francisco may be achieved without difficulty.

From the Ferry Building at the foot of Market Street or from Fisherman's Wharf, board one of the relics of another era, a ferry boat, and cruise the Bay for a contemplative hour or two.

The sights thus revealed, the smells recorded, the whispered sounds half-heard, will linger long in memory.

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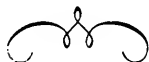


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Vol. 23 — No. 9  
SEPTEMBER, 1956

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## San Francisco Board of Permit Appeals



**IMPORTANT CITY AGENCY** — — — Efficiently run by the following San Franciscans and all appointees of Mayor George Christopher. The five commissioners are all successful in their respective lines; the secretary of the Board also has an excellent background in organizational work. The group, from left to right, Commissioners Ernest L. West, Peter Tamaras, Joseph C. Tarantino, vice-president; Harold C. Brown, president; Clarence J. Walsh, and Secretary J. Edwin Mattox.

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# San Francisco's Central Fire Alarm System Operated by Department of Electricity

By DONALD O. TOWNSEND, Chief Dept. of Electricity  
(Special to City-County Record)

**THE SAN FRANCISCO FIRE ALARM SYSTEM** was created on October 5, 1863, by Ordinance of the Board of Supervisors.

The original system was installed at a cost of \$24,000, consisting of 37 miles of wire which was constructed into 10 circuits, 5 of which were box alarm circuits serving the original 60 fire alarm boxes located in various parts of the city. Quite a contrast to our present modern system which is the nerve center of the Fire Department, which department is currently operating on an annual budget in excess of \$10,000,000.

The Central Fire Alarm Station is housed in a single story and basement fireproof building of Class A construction, located in the center of Jefferson Square Park. This location was chosen after careful consideration for almost perfect isolation and safety in case of a disaster such as occurred in 1906 when the original Fire Alarm Office, located in Braham Place opposite Portsmouth Square was completely destroyed.

The main fire alarm switchboard is semi-circular, with the front composed of marble; the back of the board is enclosed by metal cabinet doors. Most of the instruments comprising the board were manufactured in the shops of the Department of Electricity at 264 Golden Gate Avenue. All circuits comprising the fire alarm system are terminated, controlled and operated from the Central Fire Alarm Office.

We now have in service 1,839 fire alarm boxes located throughout the city, most of which were constructed by our own department, operating on 70 signal circuits with provision for an ultimate capacity of 80 circuits; there are 22 taper and joker circuits for transmission of alarms and secondary signals to the engine houses in various parts of the city.

The Fire Alarm Office has terminal connections with the Ferry Building Alarm System, the American District Telegraph Company, and the American Burglar Alarm System, for reception of alarms originating over their systems comprising hundreds of subscribers. Alarms received over these facilities are re-transmitted over municipal circuits to the various Fire Companies. During the calendar year 1955, 11,434 fire alarms were received and transmitted to the Fire Department; 74,000 secondary signals were transmitted in connection with fire alarms and routine operational business of the Fire Department.

In 1948, the Fire Alarm System was augmented by the installation of two-way radio facilities for the Fire Department, comprising two



DONALD O. TOWNSEND

Holds down one of the major jobs in the city

main station transmitters and receivers, two remote control units for routine operation, and two dispatch units installed in the offices of the Chief and Deputy Chief of the Fire Department for emergency use; three base transmitters and receivers located at the three Division Headquarters; 11 transmitters and receivers located at three Division Headquarters; 11 transmitters and receivers located at various Battalion Headquarters; 6 Handi-Talkie transmitters and receivers; and 2 base transmitters and receivers installed on Fire Boats, 20 mobile units installed on Truck Companies and 6 units on Engine Companies have since been added.

## EXPANSION

Contracts are currently let which will augment this equipment with 6 additional mobile units to be installed for Engine Companies; additional equipment will be installed for Engine Companies. The acquisition of this Radio Facility has proved invaluable to the Fire Department in expediting communications and would, no doubt, prove its worth in event of disaster. This system was installed and is maintained by the Department of Electricity, but is operated in the Central Fire Alarm Office by Fire Department personnel in cooperation with Department of Electricity dispatchers.

# CITY-COUNTY RECORD

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## Contributing Editors:

William Flynn—Record Biographies; Whit Henry—Around and About  
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SEPTEMBER, 1956

The Fire Alarm Office of the Department of Electricity is efficiently headed by Vernon W. Clark, Chief Dispatcher, whose staff consists of 9 dispatchers, 2 assigned to each watch, 2 relief dispatchers and 4 telephone operators, one assigned to each watch. Upon receipt of a box alarm, one dispatcher attends the relays, sounders and recording devices and observes the box list of the board circuit over which the box alarm is being transmitted; the other dispatcher attends the transmission of the alarm to the Engine House.

After the second round of an incoming box alarm, the two dispatchers check the number for correctness and it is then transmitted to the Engine House over the joker and taper circuits, two rounds first on the taper followed by two rounds on the joker circuit. The first two circuits are duplicated for the reason that should one be inoperative through circuit difficulty, the other would be intact and the two rounds transmitted is sufficient advice for the Fire Department to respond to the location of the fire indicated by the box struck.

Upon receipts of still alarms (telephone alarms) the company due in first on assignment is notified by the dispatcher by telephone and then confirmed by transmitting the box number over the joker circuits. The telephone switchboard is a two-position board currently providing space for 250 circuits and is normally operated by one operator responsible for handling 110 locals in addition to more than 40 trunk lines. These operators must be extremely efficient as they are charged with responsibility involving the protection of life and property. In the calendar year 1955 6,281 telephone alarms of fire were reported through this facility.

The following modern equipment has been installed for the purpose of increasing the efficiency

of operation of our Fire Alarm System:

2 Automatic fire alarm transmitters, push button type, manufactured by the Superior American Fire Alarm Co., for expediting the transmission of alarms to Engine Companies.

3 Six-pen Gamewell recording devices, for automatically recording, dating, and timing receipt of box alarms.

1 Two-position telephone recording device for recording telephone alarms.

Modern three-fold fire alarm boxes also have made their appearance, 55 of which are currently in service and all future installations of fire alarm boxes will be of this type.

## INSTALLATION

The installation and maintenance of all fire alarm equipment is under the able direction of Doyle L. Smith, Superintendent of Electrical Maintenance and Operations and Fred Miller, Supervisor of Machine Shop and Equipment involves all equipment at the Central Fire Alarm Station, various Fire Companies and auxiliary stations throughout the city, as well as 1600 circuit miles of aerial wires, underground cables, 1,839 fire alarm boxes, various bells, relays and recording devices in all the Fire Houses too numerous to mention.

The growth of the city has necessitated a program now under way which will considerably expand our present Fire Alarm system. In addition, it is the intention of the department to systematically replace all obsolete fire boxes on a long range program. These boxes are timed to transmit code numbers at the rate of four blows per second and are re-transmitted at the same rate of speed by the dispatchers to the Fire Companies, making the lapse time from receipt of alarm at the Central Fire

(Continued on Page 9)

## Municipal Executive Employees Make Merry At Feast



**FESTIVE BOARD**—Some 125 members of the San Francisco Municipal Executive Employees Association shown gathered August 8 at its regular monthly dinner-meeting in San Francisco. There was plenty of small talk and banter, and, of course, some important business discussed at the merry get-together. Seated at the speakers' table in the rear of picture, from left to right, are Ben Kline, O. O. Olson, George Negri, treasurer; George Grubb, past president; R. J. MacDonald, secretary; John Brucato, president; Brooks Larter, vice-president; J. Edwin Mattox, chairman of the program committee, and John Painter.

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Little known to the public in general, except by those who have had immediate dealings with it, the Board of Permit Appeals is one of the most important branches of the city administration.

Known over the years as "The Poor Man's Court," the Board has reviewed thousands of cases for the aggregate millions of dollars in property and construction.

Since its formation in 1932, the Board has piled up an enviable record for having provided quick, effective and valuable service by which appellants may obtain justifiable relief without resort to expensive law suits.

Members of the Board are appointed by the mayor. Records show that over a period of nearly a quarter of a century these high-calibered men served our city "as a public service," have performed an excellent job.

Those on the present Board, appointed by Mayor George Christopher, are serving with the selfsame pride and honor as the men they succeeded, "protecting individual rights and making possible the progressive expansion of the great city of San Francisco."

Current members of the Board, all highly successful in their respective professions and businesses are Harold C. Brown, president; Joseph C. Tarantino, vice-president; Ernest L. West, Clarence J. Walsh, and Peter Tamaras. Individual profiles of these executives may be found in another section of THE CITY-COUNTY RECORD.

### MEETS WEDNESDAYS

The Board meets every Wednesday at 3:30 P. M. in Room 252—the Public Hearing Room in City Hall. Daily routine business of the Board is conducted in Room 227, the office of Secretary J. Edwin Mattox, an efficient executive, and secretary of the Board for nearly seven years.

Decisions of the Board of Permit Appeals, overruling a permit or license bureau's refusal to grant a permit or license, requires the vote of four of the five Board members.

According to one of the members of the Board, any appellant has the right to test the Board's decisions by further appeal to the courts.

In the past, several cases carried on appeals to the California Supreme Court, have resulted in judgments upholding the Board's decisions. One appeal, among many carried only to the Superior Court, resulted in reversal of the Board's decision. Considering the many cases handled by the Board, this is viewed as a "excellent record."

Appellants appearing before the Board of Permit Appeals include neighborhood groups, owners or tenants of downtown and outlying



HAROLD C. BROWN  
President of Board

business properties, merchants, developers of housing projects and motels, architects and engineers, home owners and tenants. They seek in most instances to protect rights and interests possibly jeopardized by the issuance, or denial, of permits to construct, remodel or repair homes, business and commercial buildings. Additionally, they often act to protect business licenses and permits coming within the Board's jurisdiction.

Without the equity function of the Board, these appellants would be forced to seek relief in the courts and be subjected to needless expense and delays.

The authority or justification for the Board of Permit Appeals is found in a provision of the city charter adopted in 1932. The charter establishes two principal avenues of appeal against certain decisions of city government.

On the one hand, the charter provides that applicants for a permit or license which has been denied by the city department, or persons whose permit or license has been revoked, may seek relief through application to the Board of Permit Appeals.

The charter provides moreover that persons who believe that their interests or property, or indeed, that the public welfare could be or has been adversely affected by operation allowed under a permit or license, may likewise seek relief through application to the Board.

Whenever an appeal is taken the Board must conduct a public hearing at which the appellant and all (Continued on Page 6)

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## Permit Appeals Board

(Continued from page 5)

interested parties may testify. Following that hearing and after such investigation as the Board may deem advisable and necessary, it may either concur in the action of the involved city department or it may by a vote of four of its five members overrule that city department and order that the permit be granted, restored or refused.

It can scarcely be questioned that the rigid, unyielding and literal interpretation of the city code quite frequently imposes an unnecessary and a severe hardship upon citizens, and yet city department heads are compelled to enforce the code "down to the closing letter of the law when the spirit of the codes is obviously being violated by such total enforcement."

### "LEGAL PRISON"

The answer to this apparent dilemma in local government is the Board of Permit Appeals. In essence, the Board releases city government "from a legal prison of its own making."

Not all of the cases which come before the Board are intimately related to human welfare. But it can be said that "no two cases are exactly alike."

In the review of the total experience of the Board, however, it can be reported that the Board has been very cautious "not to abuse nor to exploit its authority."

It was further pointed out that the Board votes "to overrule only when it is convinced, first of all, that an unnecessary and severe hardship is being imposed by reason of the literal, the unshaking interpretation of the code. And, secondly, that the Board votes to overrule only when it is certain that such action will not conflict with the spirit or the intention of the code. It was stressed that the Board voted to overrule only when it is convinced that such action "will not conflict with the public safety or the public good."

### GIVES ANSWER

In an age when government planning is so necessary the Board of Permit appeals in a small but significant way gives to the citizens an answer, an instrument of valid protest against wooden and impersonal application of government planning. The Board in its functions always bears in mind that "man can never successfully blueprint the complete, model society." The Board is always cognizant of the fact that in its role it all takes time to seek to protect individual rights.

Most of the appeals brought before the Board emanate from citizens seeking relief from adverse decisions made with regard to applications denied by the Depart-

ment of Public Works, the Police Department, the Fire Department and the Department of Public Health.

However, in many instances these departments deny permits because of technicalities or outmoded codes. This inevitably results in hardship and injustice to the public. But despite the fact that the Board often overrules these departments, the latter feel convinced that justice has been done.

Following are examples of cases in which the Board played an important role.

### CASES No. 1321 AND No. 1408 METROPOLITAN HOUSING PROJECT

These appeals were based upon two variances from the San Francisco Building Code, namely, proposed use of smoke towers and new type window frames.

The Building Code calls for fire escapes on the outside of buildings to be used as multiple dwellings. The Fire Department agreed with experts from other cities that fire towers were far more effective than outside fire escapes. The matter of window frames involved the granting an exception to the Building Code, which does not permit new-type frames. During the hearing, Alec Wilson, architect for the Metropolitan Life Insurance Company, stated that rather than change their plans, which were acceptable in other large cities, they would abandon the entire project in San Francisco.

The late Ellis Stoneson had stated that he had been awaiting the outcome of the Metropolitan cases before proceeding with the Stoneson project.

### CASE No. 1462, PHELAN BUILDING REPAIRS

When the Flood Building was vacated, a large number of doctors and dentists were unable to find suitable office locations. In order to house them, the Phelan Building owners undertook repairs, and their architect, Mr. Jervis, included in his proposed plans the use of steel studs and sheetrock for partitions. The Building Code does not permit the use of steel studs and sheetrock, but calls for fire lath and plaster. After consulting with the Fire Department as to fire-resisting qualities of steel studs and sheetrock, the Board overruled the Central Permit Bureau, which had refused to issue the permit.

### NORTH BEACH HOUSING PROJECT

The plans and specifications for this low-cost public housing project were first presented in 1942. At that time the Code permitted 42 inch stairways, but because of the war, building was postponed until 1949. During the interim, the Code had been changed and the 44 inch stairways are now required in buildings of this type. On Oct. 5,

1949, the San Francisco Housing Authority came before the Board of Permit Appeals for relief. It had been denied a building permit because of the 42 inch stairways and also because it proposed to use smoke towers rather than fire escapes. The Board, using its discretionary powers, granted the permit.

### I. MAGNIN & CO. NEW STORE BUILDING, GEARY & MASON STREETS

I Magnin & Co. was refused a permit for this multi-million-dollar ultra-modern retail department store building because plans did not provide for outside fire escapes, but instead provided smoke towers similar to those installed in the Metropolitan Housing project. Despite the fact that Fire Underwriters and Fire Department officials agree that smoke towers provide greater safety factors than outside fire escapes, this job was held up for many months because the Central Permit Bureau has no discretionary authority and cannot grant variances from the law. The architect on the I. Magnin project was the late Timothy Pfleger. After conducting hearings at which expert testimony was offered, the Board of Permit Appeals overruled the Central Permit Bureau.

Other appellants granted variances by the Board of Permit Appeals on appeal from the Central Permit Bureau's refusal to issue permits include the Emporium (modernization project); Hale Brothers; the White House; the Fairmont, Palace, St. Francis, Mark Hopkins and Huntington Hotels.

(Continued on Page 10)

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## Profiles of Five Permit Appeals Board Commissioners and Its Secretary

**HAROLD C. BROWN**, 49, tall, distinguished San Franciscan appointed last January **BY MAYOR GEORGE CHRISTOPHER** to the Board of Permit Appeals, of which he is president, has for 25 years enjoyed a successful practice as a trial, corporate and civil attorney. He is the brother of Edmund G. (Pat) Brown, attorney general for the State of California.

Commissioner Harold Brown has been a staunch Republican all his adult life, while his prominent brother Edmund is one of the leading Democrats in the State. Each has wielded powerful influence in State politics and each has worked indefatigably for progress of their native State.

"I have known Mayor Christopher for 25 years, and I have supported him politically all my life," Commissioner Brown stated.

"In being associated with the other members of the Board of Permit Appeals for nearly nine months, I find them to be the finest group of individuals with whom I have had the opportunity of working. I feel that the mayor is doing an outstanding job for all of the people of San Francisco, and it is our intention to help justify the people's confidence in him," Brown emphasized.

### WITH BIG FIRM

President Brown is associated with the law firm of Elton C. Lawless, Malcolm N. McCarthy and Frank M. Brown, his other brother, and a former assistant District Attorney of San Francisco. The commissioner is a member of the San Francisco, California and American Bar Associations.

A life-long registered Republican, Brown has supported GOP candidates the past 25 years. He has served on various committees in the campaigns of Merriam and Warren for Governor, K. Dawson for the Eighth Assembly and for Congress, Florence Kahn for Congress, backed the Warren-Dewey ticket, and supported Knowland and Kuchel for U.S. Senators.

He also played an active role as chairman of the Northern California Speakers Committee during the Eisenhower-Nixon presidential campaign of 1952. He was elected a member of the San Francisco Republican County Committee 1952-27th Assembly District. He was vice-president of the Young Republicans in 1935, and a member of the finance committee of the Republican Party in San Francisco.

Born in San Francisco, July 19, 1907, Brown and his wife, Helen, have two children: a daughter, Helen Louise, 13, and a son, Harold Jr., 11. Parents of the Brown's are natives of California. Brown's sister, Mrs. Constance Carlson, lives in San Francisco.

Commissioner Brown's education: graduate of the public schools of San Francisco—Fremont Grammar, 1922, and Lowell High School, 1925. Attended St. Mary's College, 1926-27. His L.L.B. degree he obtained from San Francisco Law School in 1931. While there, he was president of the Student Body, and editor of the San Francisco Law Journal.

### LAW INSTRUCTOR

For ten years, the Commissioner was instructor of law, and a faculty member of Golden Gate College.

In World War II, he served from 1942-45. He was honorably separated from military service with the rank of Lieut. Commander, USNR. He is now a member of the USN Inactive Reserve.

His many civic and other organizations include: director of the National Safety Council, 1955-56; member of the Attorney General's Citizens Crime Committee, 1955-56; Company Commander and Raid Warden Service, 1942; past president of Twin Peaks Parlor. N.S. G.W.

Also past president of the Order of Cincinnati, president of the San Francisco Law School Alumni Association, member of the Board of Directors of the Bar Association of San Francisco, 1955-56, past director of the Barristers Club, member of the Olympic Club, past president of the Kentfield-Greenbrae Association, 1953, and vice-president of the Lawyers Club.

### LIKES SPORTS

Commissioner Brown soars 5, 11, tips the scale at 185, has brown hair and expressive brown eyes.

His husky frame he inherited playing baseball, football and basketball at high school and at college.

His hobbies: golf and travelling.

When interviewed, Commissioner Brown had just returned with his wife from Honolulu where they spent a month on the beach of Waikiki. Copper brown, the commissioner remarked he "was ready for another year's hard work."

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**TOWERING JOSEPH CHARLES TARANTINO**, vice-president of the Board of Permit Appeals, is as colorful as Fisherman's Wharf where he is a titan in the wholesale smoked fish business. His father, Salvatore Tarantino, also "made a name" for himself along Fisherman's Wharf more than a half century ago as a fish broker. In those days it was known as Meiggs Wharf.

Commissioner Tarantino's appointment to the Board of Permit Appeals by Mayor George Christopher marks his debut into politics as an office holder. The post is not a so-called political plumb; the five commissioners virtually donate their valuable time to this important branch of the city administration. Their decisions mean much to the continued growth and prosperity of San Francisco. No political strings are tied to them, hence they can exercise their judgment and sagacity unhampered.

Commissioner Tarantino, a man with many friends, and a striking and radiant personality, is quite happy in his post. And one of the main reasons is that he helped in no small way to elect the chief executive, whom he calls his friend and "one of the best mayors ever to tenant the City Hall." In the last campaign he was assistant treasurer.

### CHRISTOPHER BACKER

A staunch Republican all his life, Commissioner Tarantino first worked energetically for Mayor Christopher in his race against Mayor Elmer Robinson. He also labored long and hard for his reelection to the Board of Supervisors. And when Christopher made his second try at the mayoralty, Tarantino "really went to work." He initiated a series of luncheons for Mayor Christopher. The one held at the Palace packed them in. Another staged at the Merchandise Mart also drew a huge crowd.

Tarantino was convinced that his prophecy as a political pundit was not an illusion. The interest evidenced at these luncheons were a "sure barometer" said Tarantino that "Christopher was ripe and ready for the mayoralty post." The rest is history—Tarantino virtually walked away with the election.

Said Commissioner Tarantino: "I have always been interested in good government for the city of my birth. I feel privileged in having been selected to serve on the Board of Permit Appeals. It gives me the opportunity to serve the people of the city as a representative of this important branch of the city administration."

"I know that the right man has been elected to the highest office in the city, and that he will do a job that will greatly benefit our progressive and fast-growing metropolis."

Tarantino is president and general manager of the Bell Smoked Fish Company, 490 Jefferson



JOSEPH C. TARANTINO

Street, one of the leading wholesale smoked fish houses in the city. It is "a family institution." With him in the thriving business are three brothers: Peter, Ignatius and Nunzio, all liveliwires and keen business men. All of the Tarantino boys have followed in their father's footsteps.

The firm, established in 1940, ships its products all over the U.S. It is a shibboleth wherever smoked and canned fish are marketed. The Tarantino firm employs some 50 persons during the busy season. Its huge and modern plant on Fisherman's Wharf whims with activity.

How the denizens of the deep are smoked, canned, sliced and prepared for the specialty houses in fancy food throughout the U.S. proved highly interesting. Sanitation is stressed. Canned shad roe, smoked salmon, tuna were some of the delicacies being prepared for the gourmets of the country. Barbecued cod, lox (smoked salmon) and all types of cured herrings are processed here. Firm also specializes in "mild cure" for the Eastern markets, and cans and smokes catches made by sportsmen.

### FISHERMAN'S WHARF

Commissioner Tarantino said he has spent three quarters of his adult life on Fisherman's Wharf. As a youth, he earned his first pay working for the Bank of America, and then for the Union Oil Company, as service station operator. "But my calling was always to be around fishermen and fish houses," the commissioner beamed.

Commissioner Tarantino effervesces with enthusiasm. This characteristic undoubtedly catapulted him up the ladder of success. He says he "loves people." A man of 52, he has the sterling qualities that earn friendships. He is one of (Continued on next page)

## APPEALS BOARD PROFILES

(Continued from Page 7)

San Francisco's leading and substantial citizens.

Tarantino, "upon whom fortune rode like Arcaro," earned it all through hard work and keen foresight. Currently he is planning to build a modern restaurant at Pier 43½ at an approximate cost of \$250,000. It is slated to open next December under the name the Franciscan Restaurant. It will seat some 200 guests, and accommodate some 50 in its cocktail lounge. Seafood will be the specialty.

Born and educated in San Francisco in 1904, Tarantino comes from a family of seven children. He and his wife, Madeline, live in their own home at 2427 Bay Street. Their two daughters, Carol, 20 is a sophomore at the San Francisco College for Women; Joan 18, recently was graduated from St. Rose Academy and married on August 18 to Joseph Canepa Jr., employed by P.G.&E. in San Francisco.

### HIS AFFILIATIONS

Tarantino is secretary-treasurer of the Northern California Seafood Institute, composed of virtually all the wholesale fish dealers in the Bay area, a member of the board of directors of the Western California Fish company; a director of the Marine Exchange; a member of Saints and Sinners and Il Cinacolo Italian Cultural Club, and Press and Union League Club. He is also a member of the Advisory Committee to the Assembly Interim Committee on Fish and Game.

Commissioner Tarantino was one of the original owners of the now famous restaurant on Fisherman's Wharf bearing his name.

Sturdy and strong as a Redwood tree, the commissioner soars 6 feet and carries 195 pounds of well-developed muscles and sinew. He dresses meticulously, has ample dark brown well-groomed hair and virtually speaks with his friendly blue eyes. One of the secrets of his success, perhaps, is that "I get along with people." He was educated at the Washington Grammar School, Polytechnic High School and at Healds Business College.

His hobbies watching baseball and football games and participating in sports. Gardening and farming also interest him. He smiled when he recalled the "happy days" at Los Altos, where on his one-acre farm with his country home, he "got a kick out of farming and cultivating some 90 fruit trees."

"Minority rules in our company," Commissioner Tarantino put in as a parting shot. "The fellow who doesn't agree with what the majority of the brothers want, becomes the boss!"

**TALL AND ATTRACTIVE ERNEST LEONARD WEST**, a prominent figure in California Republican politics, was last January chosen by Mayor George Christopher to serve an additional four-year term as a member of the Board of Permit Appeals.

Commissioner West indicated he was inordinately honored by the Mayor to continue serving on the Board to which he was first appointed in 1948 by Mayor Elmer Robinson. For two years he served as president of the five-man Board. He pointed out that important decisions have been made by the five members — decisions, that, have proved mighty important to the continued progress of San Francisco. "Many more have yet to be made," he stated.

Commissioner West, widely known for his potent work in civic affairs and the influence he has wielded in GOP politics, played an important role in the GOP National Convention here as a member of the Host Committee, and as chairman of the Police and Fire Committees of the convention.

He is past State president of the California Republican Assembly; secretary the past five years of the Civic League of Improvement Clubs; and association director of the Woodlawn Cemetery Association. He also is past president and organizer of the Marina Civic Association.

A prominent Mason, Commissioner West is Past Potentate of Islam Temple Shrine; Past Master of Pacific Lodge, No. 136, F.&A.M. and Past Commander of the Golden Gate Commandery. He has also given of his valuable time as a member of the Rotary Club, Press and Union League Club and the Marines Memorial Association.

In 1941, he served on the Grand Jury, and in 1943, he was foreman of the Federal Grand Jury here.

### STOCKS AND BONDS

Commissioner West's profession, specialist in the investment of stocks and bonds. For the past ten years he has been salesman for Walston & Company, 265 Montgomery Street, members of the N.Y. Stock Exchange. For this prominent firm he is handling "a great many large investment accounts." Said West: "This is a very hectic business, especially during the morning hours when the strain is quite heavy on the nerves. But I love it."

Commissioner West's first job was with the Anglo-California Bank. While with the latter he was quite successful selling bonds. He has been in the banking business approximately 15 years.

He then switched to the men's clothing business and, within 15 years built up a "huge and successful business."

"Although I was 15 years in the



ERNEST L. WEST

tailoring business, "reminded the ebullient commissioner, "I knew nothing of the practical end of the business—I couldn't even sew a button on a coat."

When World War II came, he 'loaded up on merchandise, and two years later sold it at a profit and got out of the business, returning to my first love, the security business.' He has been in the stock and bond business some 13 years. He is rated as one of the top notch men in this field.

A native of San Francisco, Commissioner West has been married 45 years. He and his wife, Edna M., have lived in their own home at 165 Marina Boulevard the past 20 years. Their son, Jack C. West, is regional director of the Easy Machine Company. The young Wests have a daughter, Susan, 11, and a son, John 6. They reside in Menlo Park, California.

A distinguished-looking man — the banker type — Commissioner West stands 5 feet, 10½, and tips the scale at 179 pounds. His smiling blue-gray eyes illuminate a friendly face. His friends say he makes his philosophy pay dividends. A hard worker, he admits he "loves politics and participating in civic activities." For a hobby, he likes to read a good detective story. Also gets a kick out of reading everything printed that deals with finance.

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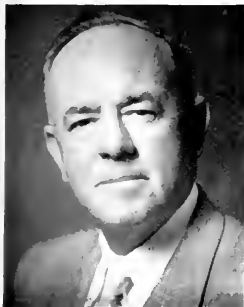
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CLARENCE J. WALSH

## Fire Alarm System

(Continued from Page 3)

Alarm Office until the fire apparatus starts to roll approximately 1½ minutes. So it is well to remember when pulling the hook that a false alarm may cost a life.

In conclusion, I wish to point out that the Fire Alarm system, while it is highly important, is only one of the functions of the Department of Electricity, the others being the maintenance of police communications, radio communications for various departments, traffic signal systems, and the parking meter system.

**COMMISSIONER CLARENCE J. WALSH**, appointed last January 15 by Mayor George Christopher to the Board of Permit Appeals, has already demonstrated his fitness for the post.

A man of 14-carat judgment and sagacity, Commissioner Walsh said "I am much pleased and honored to be on the Board of Permit Appeals. The Mayor, whom I have known for more than thirty years, bestowed a great honor upon me when he appointed me to the job." He indicated that he would "give his best" for the next three and a half years as one of the quintet on the Board. "I expect that many important decisions are to be made, and I hope that I will help my colleagues to make them," he stated.

### LEADER OF MEN

The diminutive commissioner stands 5 feet, 2, but makes up for his short stature in plenty muscle and brawn, heritage of the days when he played baseball. His steel-gray hair, blue-gray eyes and general demeanor bespeak a man who is a leader of men, who, under all circumstances, acts calmly before reaching a final decision.

Commissioner Walsh's initiative and capabilities as an executive speak for themselves. He has for the past 37 years headed the Bakery Wagon Drivers and Salesmen's Union, Local 484, A.F. of L. in San Francisco. Some 1,200 members of the union have felt the benefits of President Walsh's leadership. During his regime only one strike of six weeks' duration occurred, the Commissioner revealed. He has been a member of Local 484 the past 43 years. When he joined the union, as a wagon driver, the basic wage was \$21 a week—a six-day week; no paid vacations and no health and welfare plans.

Said Commissioner Walsh: "Today the basic wage of bakery drivers and salesmen is \$101 per week plus commissions; a two-week paid vacation after one year; three weeks vacation after five years.

The 1,200 wagon drivers are now enjoying a highly beneficial health and welfare plan, in addition to receiving a maximum pension of \$75 a month.

"Yes," said President Walsh,

we have a very happy family of 1,200. All this was brought about through collective bargaining and with the able assistance of the other officers of the Local."

Commissioner Walsh served on the Grand Jury in 1931 and again in 1951. For the past seven years he has been a member of the Selective Service Board, No. 37. He donates his time to this he describes as "very interesting work." He is a past president of the Dolores Parlor, No. 208, Native Sons of the Golden West.

He was born and reared in San Francisco. He and his wife, Edith, have one daughter, Mrs. Beverly Phipps. The Phipps have two children: Sharon, 8, and Ernest, 4. They live in South San Francisco.

Commissioner Walsh proudly revealed that he has "always voted the Democratic ticket."

The commissioner and his wife live in their own home, 124 Delano Avenue, San Francisco, the past 30 years.

Baseball—watching the Seals play—is his main hobby. He also loves to "putter" round his flower-laden garden. He relishes a good sense of humor (he has it); he doesn't smoke, and, his prime virtue is "to keep the other fellow happy."

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**NEVER DID PETER TAMARAS**, a former schoolmate of Mayor George Christopher, dream that some day he would be appointed to the responsible post as commissioner of the Board of Permit Appeals by his fellow-student at Lincoln High School here.

But it all happened! Commissioner Tamaras, who also has tasted amply of success, seemed more than elated in his office of the Olympic Supply Company, 76 Jackson, when he said the dictionary "does not hold enough adjectives to describe the character and political genius of Mayor Christopher."

The commissioner said he knew the mayor "practically all his life," and how he had struggled against great odds to get an education—now he helped to keep the wolf from the door of "a poor family."

Tamaras added, "It is just wonderful how the mayor, through sheer hard work and perseverance, rose to the high post he now holds in the city administration, and as a very successful business man."

As most San Franciscans know, the mayor owns a thriving dairy bearing his name. And that when he assumed the duties as the city's chief executive, he was earning more money per year operating his dairy than the stipend he now receives in his political post.

Said Commissioner Tamaras: "I have enjoyed a warm, close and personal relationship with Mayor Christopher for many years. I have great respect and admiration for him as a man and as the chief executive of San Francisco."

### HONORED BY MAYOR

"In selecting me as a member of the Board of Permit Appeals, I feel that I have been greatly honored and I promise to faithfully carry out my duties in a manner which will reflect credit both to the mayor and to the Board. I am also very happy to have serving with me as colleagues on the Board men of such outstanding ability and fine character. The decisions that must be made by the Board are extremely important.

"And the interchange of ideas with these capable men should bring results that should stimulate and aid the city in its continued progress."

As head of the Olympic Supply Company, wholesalers in paper, hotel and janitorial supplies, Proprietor Tamaras said the firm has grown in the past decade in leaps and bounds. Before entering the U.S. Army, he had planned embarking on this type of business. After serving four years, here and overseas, he determined to enter the supply business. It was a wise decision, for the firm is one of the most successful of its kind in the city.

The commissioner served with the rank of captain in the U.S. Coast Artillery. Before he entered the Army, he was connected for nine years as general salesman for

the John Breuner Company on Geary Street.

Commissioner Tamaras got his B.S. degree in 1933 from U.C. in business administration.

He is District Governor of the Order of the Ahepa, a national organization consisting primarily of men of Hellenic extraction. He is also active as a member of the Executives Association of San Francisco, the Elks Club, the S.F. Golden Gate Breakfast Club, and the American Legion, Post No. 230.



PETER TAMARAS

Born in Birmingham, Ala., Nov. 11, 1911, Tamaras located with his parents at the age of 4 in San Francisco. He and his wife, Euthemia, a native of Vallejo, Calif. own their home at 12 Sylvan Drive. Tamaras has a brother, Nicholas and a sister, Miss Emily Tamaras. His mother, Melba, lives with the latter.

### HAS MANY FRIENDS

A striking personality, energetic, and one of the most popular business figures in San Francisco, Commissioner Tamaras manages to keep his Herculean frame in ship-shape swimming and golfing. He stands 5, 11, weighs 190 pounds, and his pleasing and friendly personality is enhanced by a crop of brown hair and brown eyes. His soft voice has an executive ring to it; it also has a certain friendly quality that has endeared him to the many loyal friends he has made in business and in community life.

In City Hall the wise boys say that Commissioner Tamaras "is one of the best selections made by the mayor to the Board of Permit Appeals."

(Continued on Page 15)

National monuments are areas of prehistoric, historic and scientific interest.

## Permit Appeals Board

(Continued from Page 6)

The five hotels and sought permission during the last war to build rooms for armed service personnel in hallways. The Board of Permit Appeals granted permission after certain health, fire, building and safety stipulations had been agreed to. This action provided immeasurable relief in the city's efforts to overcome war-burdened housing facilities.

Following are a few examples of cases of appellants who could not have borne the expense of a law suit.

Walter P. Barnes opposed the granting of a building permit to Daniel Moriarity to alter the latter home at 1536 - 23rd Avenue. Moriarity, father of ten children, desired to add a second-story to the rear portion of his one-story home. Barnes, spokesman for 137 neighbors and the Parkside Improvement Club, objected to the proposed construction because it was felt that surrounding property values would be affected and the additional story would limit sunshine in the yards of neighbors.

### EFFECTS COMPROMISE

After visiting the property and holding lengthy hearings, the Board of Permit Appeals effected a compromise. Moriarity was allowed to add three bedrooms to the upper front of his house—a compromise which satisfied the neighbors and the Parkside Improvement Club, and gave Mr. Moriarity a total of six badly-needed bedrooms for his ten children.

Another case involved appeal from the granting of a permit to a Mr. Stelling who sought to erect a 10 foot fence on his property at 165 Tara Street. Mrs. Viola Trilling and her neighbors complained that the 10 ft. fence would shut out all sunshine from the Trilling backyard where, for eight years, her husband had been enjoying sun baths. The Trillings contended that a 6 foot fence would be consistent with others in the neighborhood and would be adequate as a windbreak and for privacy. Representatives of the District Improvement Association testified that the neighborhood fences averaged six feet in height.

The Board of Permit Appeals concurred with the Central Permit Bureau's issuance of the permit by stipulating that the fence be erected six feet two inches in height, although the Building Code permits fences up to 10 feet.

Many similar cases could be cited to show the sound judgment of the Board exercises under all sorts of circumstances.

A large percentage of cases involving appeals from granting or denial of variances from the Build-

ing Code of San Francisco have their origin in the rigid legal interpretation of Section 402 of the Building Code. This section forbids any building repairs whatsoever to buildings within the San Francisco fire limits.

City licensing and permit departments have no authority under the law to grant even the smallest variance from section 402 of the Building Code, even when evidence proves that the proposed alterations would actually reduce fire hazards.

Section 402 of the Building Code states:

### RESTRICTIONS WITHIN FIRE LIMITS

"It shall be unlawful for any person to erect or place any type 5 (wooden) building or structure in that portion of San Francisco described herein as the fire limits. It shall be unlawful for any person to alter, enlarge, repair, or build any type 5 buildings or structures now existing within the fire limits. Type 4 buildings are permitted for service stations only, and shall be limited in height to 18 feet. Structures hereafter erected, constructed, or moved within or into the fire limits shall be only of type 1, 2, 3, 4 (fireproof) construction."

## Mayor Christopher Pushes Plan to Modernize S. F. Civic Auditorium

Mayor George Christopher has endorsed a request by Public Works Director Sherman Duckel for \$6,000 to finance a study of a project to remodel, modernize, and brighten up the Civic Auditorium—increasing its seating capacity, number of small meeting rooms, and other convention facilities.

The mayor said he might ask the Supervisors to authorize a bond issue for this purpose, or it might be financed through the regular city budget. He said he would turn down all requests by city-county agencies to move into Auditorium space formerly occupied by Board of Education offices. "That space," he said, "should be reserved for conventions."

Mayor Christopher added that, "We're not going to let Civic Auditorium become dilapidated. I think San Francisco has to start catering to these conventions, and become as vigorously sales-minded as possible."

John W. Geary, San Francisco's first postmaster, was the first mayor elected under the new city charter of 1850.

Mission San Luis Obispo, established Sept. 1, 1772, was named for Saint Louis, Bishop of Toulouse, by Junipero Serra and Jose Cavaller.

## JOSEPH J. BURNS, OIL EXECUTIVE, HIBERNIAN HEAD

Joseph J. Burns, sales and service station supervisor of MOPECO, a division of the Mohawk Petroleum Corporation, was unanimously elected State president of the Ancient Order of Hibernians at the bi-annual convention held July 1-3 at Hoberg's Resort, Lake County.

He was elevated to the high post for a two-year term from the office of vice-president. He served on the State Board ten years, during which period he held every office.

Burns is past president of the County Board, A.O.H., and past president of the United Irish Societies of San Francisco. In both of these organizations he rose to the top from the lowest ranking office.

He is also a member of the University of San Francisco Alumni and a member of its executive board. In addition, Burns manages to devote some time to Division Four, A.O.H. of San Francisco.

The prominent Hibernian was born and educated in this city. He is married to the former Isabelle Marie Dougherty whose parents were among the pioneer families of San Francisco. The couple have two children: Leo Burns, a lieutenant in the San Francisco Fire Department, and a daughter, Vera Burns, employed by the Emporium Department Store here.

Burn's brother, Robert S. Burns, S.J., was attached to the University of San Francisco. He passed away a year ago. A cousin, Lloyd Burns, S.J., is also a Jesuit, attached to the faculty of USF, as is an uncle, Robt. V. Burns, S.J., also a faculty member of the USF.

A sister, Mother Superior Mary Emergentia, belongs to the Presentation Order in San Francisco.

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## Roy Cole Heads Chamber Small Business Committee

Roy P. Cole, partner in Cole & DeGraf, has been named chairman of a newly-created small business committee of the San Francisco Chamber of Commerce, according to Chamber President E. W. Littlefield.

Richard L. Oddie, Small Business Advisory Service, Bank of America, N.T. & S.A., was appointed vice chairman.

The new Chamber Group will work to meet the business needs and help solve problems of small manufacturer, wholesalers, distributors, and other small businesses in San Francisco, Littlefield said.

Cole pointed out that "The San Francisco Chamber has historically has worked for the betterment of all business, small and large; however, until creation of this commit-



ROY P. COLE, Chairman  
S. F. Chamber of Commerce  
Small Business Committee

tee there has never been a specialized group pinpointing Chamber aids and services to small business.

"Small business firms form one of the important mainstays of our economy. We hope, through our new effort, to be effective in the solution of problems peculiar to their size, and to be aggressively helpful in their expansion and prosperity."

### OTHER MEMBERS

Other members of the committee are Joseph Zablocki, Joseph Zablocki & Associates; Mathew Boxer, Boxer Furniture Co.; Kenneth Koder, San Francisco Hospital; Henry Hoffman, Baker & Hamilton; William B. Logan, Wm. E. Logan & Associates; Rodger I. Mendes, Pacific Gas & Electric; William S. Powell, Booz, Allen & Hamilton; J. Van Duker, United Shippers Assn.; and Ray E. Waterlow, J. Henry Helsler & Co.

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## Lower Market Street Business Leaders Organize To Improve and Stimulate Once-Famous District

By CHARLES A. SIEGFERTH, Associate Editor

**IMPROVEMENT OF DOWNTOWN MARKET STREET**, from First to the Embarcadero, and "to stimulate a new life into this once-famous and historical part of San Francisco," are the aims and objectives of the San Francisco Downtown Market Street Improvement Association, according to Ralph Leon Isaacs, executive secretary of the new association.

Organized May 2, last, the new group is the "brain child" of Mr. Isaacs, attorney and property owner in downtown San Francisco. Headed by George B. Geromani, travel agency head, the organization will operate as a non-profit civic improvement group. Other officers are: Fred D. Clinchard, manager of the Crocker-Anglo (seaboard branch) Bank, treasurer; Robert St. John Orr, head of the Western Fire Equipment Company, vice-president. Present directors are: Harry E. Austin, general manager of the Pacific Coast Radio Corporation of America, and Charles Tait, director of the Port of San Francisco.

### ISAACS' CONCEPTION

According to Mr. Isaacs, he conceived the idea for such an association a year ago. "The reaction to our plans is fabulous," he said. "Never have I witnessed such overwhelming enthusiasm for any organization, and I can assure you I have helped organize many.

Drum and Market Streets, beautified with plants, flowers and shrubbery—a place for the thousands of office workers to relax during the noon hour."

Isaacs said the organization also plans to urge the Greyhound bus line "to establish a terminal at or near the Ferry Building for the



ROBT. ST. JOHN ORR  
Vice-President

transportation for Peninsular commuters, using the new on and off Freeway ramps at Mission and Main Streets." This will mean "fast transportation and a blessing for thousands living outside of our city," he added.

"We have no axes to grind," Isaacs said. "And we want nothing for our own firms from this venture. What we want is for the benefit of the whole City of San Francisco. We want the help of the city government to recreate this section of San Francisco into a vital part of our city."

### BROCHURES SENT OUT

Hundreds of brochures in which the aims of the association are set forth, have been distributed over the entire district. Membership to the new organization was also urged in the brochures.

"San Francisco must recapture the usefulness and excitement this area once had when the ferries were running," Isaacs stressed.

Better parking facilities are also among the group's aims.

Offices of the new association have been set up in the Ferry Building. Executive offices are in the Hearst Building, Room 1214, telephone Garfield 1-0551. Here



FRED D. CLINCHARD  
Handles Funds

Mr. Isaacs may be reached for further information.

Property owners inside the produce market have applauded the "real estate and architectural reports" which favors the feasibility of transforming the 50-acre section of downtown into a new commercial and apartment center.

Report of the Real Estate Research Corporation made public said: "San Francisco needs something like Radio City or the United Nations Plaza—a really celebrated urban compound to attract visitors and dwellers both.

Slogan of the association is "improve your business and insure your investment."



RALPH LEON ISAACS  
Executive Secretary

Other objects set forth in the by-laws of the group are; stimulation of business activity through "favorable publicity, judicious advertising, and other appropriate and aggressive means;

"To secure efficient police protection and traffic regulation commensurate with the improvement of this district;

"To promote, initiate and stimulate all things necessary and proper for the general welfare of this district."

(Continued on Page 14)



GEORGE B. GEROMANI  
President of Group

"We will have twenty prominent businessmen and property owners on our board of directors. They are all interested in recreating and adding a stimulus to this once famous section of our city."

Home offices of our country's leading corporations are located in lower San Francisco. Rebuilding of this sector "will unquestionably attract other leading business firms and corporations to locate here," Mr. Isaacs pointed out.

The organization plans to "induce the city to build a plaza at the intersection of California,

# CITY AND COUNTY OF SAN FRANCISCO

GEORGE CHRISTOPHER, MAYOR

## Directory of City and County Officers

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 SIDNEY HARRINGTON KESSLER, Confidential Secretary  
 MRS. PATRICIA J. CONNICH, Personal Secretary  
 GEORGE J. GRUBB, Administrative Assistant  
 JOHN D. SULLIVAN, Public Service Director

#### SUPERVISORS, BOARD OF

235 City Hall, Z 2, HE 1-2121  
 JOHN J. FERDON, President, 135 Montgomery St., 6A-1517, Res. 2906 Broadway St., JO 7-9193, 1-8-60  
 WILLIAM C. BLAKE, 264 Malacca Way, Z 23, 357-1758, 1-8-58

CASEY, JOSEPH M., 235 City Hall, HE 1-2121, Ex. 387, Res. 1047 Baker St., WA 1-1548, 1-8-60

HAROLD S. DOBBS, 311 California St., Z 4, GA 1-4610, Res. 1601 Monterey Blvd., LO 4-1941, 1-8-60

Dr. CHARLES A. ERTOLA, 251 Columbus Avenue, DO 2-8035, Res. 735 Francisco St., GR 4-2372, 1-8-60

JAMES LEO HALLEY, Res. 703, Flood Bldg., 470 Market St. GA 1-4636, PL 5-1727, Res. 140 Panamint Drive, AT 2-1233, 1-8-60

J. EUGENE McATEER, 206 Jefferson St., Z 23, PR 5-1477, Res. 130 Santa Ana Ave. Z 27, LO 4-2464, 1-8-58

FRANCIS J. McCARTY, 220 Montgomery St., EX 2-1475, Z 4 Res. 3214 Divisadero Street, Z 23, FI 6-0902, 1-8-58

MRS. CLARISSA SHORTALL McMAHON, 703 Market St. Z 2, YU 6-4648, Res. 1849 28th Ave. Z 22, SE 1-1592, 1-8-60

JAMES SULLIVAN, 31 West Portal Ave., OV 1-3910, Res. 2538 17th Ave., OV 1-0861, 1-8-58

HENRY R. ROLPH, 301 Sansome St., YU 6-0700, Res. 2626 Lyon St., WA 1-8168, 1-8-58

JOHN R. McGRATH, Clerk of the Board, HE 1-2121, Ex. 284  
 ROBERT J. DOLAN, Chief Assistant Clerk.

#### STANDING COMMITTEES

(First named Supervisor or Chairman of the Committee)  
 COMMERCIAL AND INDUSTRIAL DEVELOPMENT — Sullivan, Blair, Casey.

COUNTY, STATE AND NATIONAL AFFAIRS—Halley, Ertola, Rolph.

EDUCATION, PARKS AND RECREATION — McMahon, Casey, Dobbs.

FINANCE, REVENUE AND TAXATION — Dobbs, McCarty, McMahon.

JUDICIARY, LEGISLATIVE AND CIVIL SERVICE — McAtter, Halley, Rolph.

POLICE—Casey, Blake, Sullivan.

PUBLIC BUILDINGS, LANDS AND CITY PLANNING—Rolph, Dobbs, McAtter.

PUBLIC HEALTH AND WELFARE—Ertola, Sullivan, McCarty.

PUBLIC UTILITIES—McCarty, Ertola, McMahon, Rolph, Streets and Highways—Blake, Halley, McAtter.

RULES—Ferdon, Dobbs, Halley.

ASSESSOR  
 RUSSELL L. WOLDEN, 101 City Hall, Z 2, FI 6-1272, 1-8-59

CITY ATTORNEY  
 DION J. FETT, 101 City Hall, Z 2, HE 1-3122, 1-8-58

DISTRICT ATTORNEY  
 THOMAS J. LYNN, 301 Montgomery St., Z 11, DO 2-2, 1-8-60

PUBLIC DEFENDER  
 EDWARD J. WILSON, 301 Montgomery St., Z 11, EX 2-153, 1-8-59

SHERIFF  
 MATTHEW C. WILSON, 101 City Hall, Z 2, FI 6-1272, 1-8-60

TREASURER  
 JOHN J. GOODWIN, 101 City Hall, Z 2, HE 1-2121, 1-8-58

### COURTS

#### SUPERIOR COURT JUDGES—UN, 1-8552

THOMAS MICHELS, Presiding  
 WALTER CARPENTIER, CLARENCE W. MORRIS  
 GEORGE W. NEPHER, GERRY J. NEPHER  
 MELVYN I. CRONIN, ORLA ST. CLAIR  
 EUSTACE CULLINAN, JR., MELBA D. SAPIRO  
 PRESTON DEVING, GEORGE W. SCHWENFELD  
 TIMOTHY I. FITZPATRICK, DANIEL R. SHOFMAKER  
 THOMAS M. FOLEY, WILLIAM T. SWENBERT  
 J. L. HARRIS, WILLIAM F. TRAVERSO  
 THERESA MEIKLE, H. A. VAN DER ZEE  
 ROHN B. MOLINARI, ALBERT C. WOLLENBERG  
 EDWARD MUKENBUHR

JOSEPH M. CUMMINS, Secretary  
 480 City Hall, Z 2, UN 1-8552

#### MUNICIPAL COURT JUDGES—KL, 2-3008

CLAYTON W. HORN, Presiding  
 CARL H. ALLEN, EDWARD O'DAY  
 RAYMOND J. ARATA, ALVIN E. WEINBERGER  
 BYRON ARNOLD, JAMES J. WELSH  
 LENORE D. UNDERWOOD, GERALD S. LEVIN  
 CHARLES S. PEERY, WILLIAM A. O'BRIEN  
 JOSEPH M. GOLDEN

IVAN L. SLAVICH, Clerk and Secretary  
 301 City Hall, Z 2, KL 2-3008

A. C. McCHESNEY, Juror, Commissioner  
 305 City Hall, Z 2

TRAFFIC FINES BUREAU, 164 City Hall, Z 2, KL 2-3068

JAMES M. CANNON, Chief Division Clerk

#### GRAND JURY

457 City Hall, Z 2, UN 1-8552  
 Meets Monday at 8:00 P.M.

FRED PARR COX, Foreman

MRS. EVELYN LAPAR, Secretary

DAVID F. SUPPLE, Consultant-Statistician

#### ADULT PROBATION DEPARTMENT

604 Montgomery St., Z 11, YU 6-2950

JOHN D. KAVANAUGH, Chief Adult Probation Officer

Adult Probation Committee

Meets at call of Chairman and 2nd Thursday each month.

KENDRICK VAUGHAN, Chairman, 600 Lake St., Z 14

MAURICE MOSKOWITZ, Secretary, 2900 Sausalito St., Z 11

REV. MATTHEW F. CONNELLY, 149 Fremont St., Z 5

RAYMOND BLOSSER, 607 Monadnock Bldg., Z 5

FRANK C. JONES, 450 First St., Z 2

ROBERT A. PEARBODY, 450 First St., Z 2

FRANK RATTIO, 526 California St., Z 4

#### JUVENILE COURT DEPARTMENT

375 Woodside Ave., Z 27, SE 1-5740

MELVYN I. CRONIN, Judge of the Juvenile Court

THOMAS F. STRYCKULA, Chief Juvenile Probation Officer

Juvenile Probation Committee

Meets at call of Chairman

MRS. FRED W. BLUCH, Secretary, 3752 Jackson, Z 18

ROY N. BUELL, 443 Bush St., Z 2, Chairman

REV. JOHN A. COLLINS, 420 29th Ave., Z 21

JACK GOLDBERGER, 109 Golden Gate Ave., Z 2, WA 1-0163

MRS. EDGAR H. LIND, 2700 Grant St., Z 2

JAMES S. KEARNEY, 1571 35th Ave., Z 22

MRS. MARSHALL MADISON, 2930 Vallejo St., Z 21, FI 6-1272

REV. JAMES M. MURRAY, 1325 Mission St., Z 4

THOMAS J. LENEHAN, 501 Haight St., UNderrhill 1-5261

#### OFFICERS APPOINTED BY MAYOR

CHIEF ADMINISTRATIVE OFFICER

THOMAS A. BROOKS, Chief Adm. Officer

280 City Hall, Z 2, HE 1-2121

JOSEPH MICHELS, Executive Assistant

MARIAN T. FETT, Confidential Secretary

CONTROLLER

HARRY D. ROSS

109 City Hall, Z 2, HE 1-2121

WREN MIDDLEBROOK, Chief Assistant Controller

LEGISLATIVE REPRESENTATIVE, FEDERAL

CL. THOMAS J. WOOD

Suite 516-7-8, Washington Bldg., Washington, D.C.

LEGISLATIVE REPRESENTATIVE, STATE

DONALD W. CLEARY

223 City Hall, Z 2, MA 1-6163 and HE 1-2121

Hotel Senator, Sacramento 17 (during sessions)

### DEPARTMENTS UNDER THE MAYOR

#### ART COMMISSION

100 Larkin St., Z 2, HE 1-2121

Meets first and third Thursdays each month at 3:00 P.M.

HAROLD L. ZELLERBACH, President, 343 Sansome St., 11

JOHN K. MAGOPIAN, Vice President, Mills Tower, Z 4

BETTY HALL, BILL J. JACKSON, 2535 Vallejo St., 10

MR. BERNARD C. BEGLE, 450 Sutter St., 10

WILLIAM E. KNUTH, S. F. State College, 1600 Holloway

BLANK BLANK, 545 Sutter St., 10

CLARENCE O. PETERSON, 116 New Montgomery

MRS. ALBERT CAMPODONICO, 2770 Vallejo St., 10

ALBERT E. ROLLER, Montgomery St., 10

JOHN GARDER, 1141 Market St., 10

Ev-Officio Members

Mayor, Presiding, Calif. Palace, League of Honor

President, City Planning Commission

President, de Young Museum

President, Public Library Commission

President, Recreation and Park Commission

JOSEPH H. DYER, JR., Secretary

#### CITY PLANNING COMMISSION

100 Larkin St., Z 2, HE 1-2121

Meets first and third Thursdays each month at 3:00 P.M.

ROBERT L. LAPHAM, Jr., President, 233 Sansome St., Z 4

MICHAEL T. LILIENTHAL, Vice-Pres., 813 Market St., Z 3

DONALD B. KIRBY, 100 Stevenson St., Z 5

MRS. CHARLES L. KIRBY, 142 27th Ave., Z 21

THOMAS P. WHITE, 400 Brannan St., Z 7

Ev-Officio Members

THOMAS A. BROOKS, Chief Administrative Officer

JAMES H. TURNER, Mayor of Oakland

PAUL OPPERMANN, Director of Planning

THOMAS G. MILLER, Secretary

#### CIVIL SERVICE COMMISSION

151 City Hall, Z 2, HE 1-2121

Meets every Wednesday at 4:00 P.M.

FRANCIS P. WALSH, Chairman, 68 Post St., Z 4

WM. A. LAHANIAN, 1 Pine St., YU 6-9698

JOHN L. HOGG, 200 Guerrero St., Z 3

WM. L. HENDERSON, Secy. and Personnel Director

#### DISASTER CORPS

45 Hyde St., Z 2, UN 3-6140

MAYOR GEORGE CHRISTOPHER, Commander

CH. AM. FELICE, THOMAS A. BROOKS, Vice-Com.

REAR ADM. A. C. COOK, USN (Ret.) Director

ALEC X. McCAUSLAND, Public Information Office

#### EDUCATION, BOARD OF

135 Van Ness Ave., UN 3-4680

Meets first and third Tuesdays at 7:30 P.M.

ADOLFO DE URIOSTE, President, 512 Van Ness Ave., Z 2

JOHN L. LEVINE, 1000 California St., Z 4

MRS. GEORGE A. HINDLEY, 29 Servano Dr.

MRS. CLARENCE COONAN, 2531 Filbert St.

CHARLES J. FORD, 1000 California St., Z 4

JOHN C. LEVINSON, 311 Howard St., Z 3

CHARLES C. FROWBRIDGE JR., 135 Sansome St., Z 4

JR. HAROLD SPEARS, Supt. of Schools and Secretary

FIRE COMMISSION

2 City Hall, Z 2, HE 1-2121

Meets every Tuesday at 4:00 P.M.

ARTHUR J. DOLAN, JR., Pres., Blyth & Co., Inc.

Ross Bldg.

WALTER H. DUANE, 230 Bush St., Z 4

WILLIAM KILPATRICK, 820 Hyde St., Z 9

FRANK J. KELLY, Chief of Department

GARF J. KRUEGER, Chief, Division of Fire Prevention

and Investigation

THOMAS W. McGARTHY, Secretary

HOUSING AUTHORITY

440 Turk St., Z 2, OR 3-5860

Meets first and third Thursdays at 10:00 A.M.

LLOYD E. WILSON, Chairman, 25 Van Ness Ave., Z 2

CHARLES J. JUNG, 622 Washington St., Z 11

AL E. MAILLOUX, 290 Guerrero St., Z 3

B. L. HAVINSIDE, 40 Spear St., Z 3

CHARLES L. GONLAN, 1655 Folsom St., Z 3

JOHN W. HARRIS, Executive Director

PARKING AUTHORITY

San Golden Gate Bldg., Z 2, PR 6-1565

Meets every 1st and 3rd Thursday at 4 P.M.

Authority Conference Room

HAROLD A. BERLINER, President, 135 Mississippi, Z 7

ANDREW H. HALE, 1500 Montgomery St., Apt. 10, Z 11

DAVID THOMSON, 65 Berry St., Z 7

ALBERT E. SCHLESINGER, 2001 Market St., Z 14

ALBERT H. JACOBSON, General Bldg., Z 21

VINING T. FISHER, General Bldg., Z 21

THOMAS J. O'TOOLE, Secretary

## PERMIT APPEALS, BOARD OF

227 City Hall, Z. 2. HE 1-2121  
Meets every Wednesday at 3:30 P.M.

HAROLD C. BROWN, President, 605 Market St.  
JOSEPH C. TARANTINO, Vice-Pres., 490 Jefferson St.  
CLARENCE J. WALSH, 2450 - 17th St., Z. 3  
PETER AMARAS, 76 Jackson St.  
ERNEST L. WEST, 2655 Montgomery St., Z. 4  
J. EDWIN MATTOX, Secretary

## POLICE COMMISSION

Hall of Justice, Z. 8. SU 1-2020  
Meets every Monday at 4:30 P.M.

HAROLD R. MCKINNON, President, Mills Tower, Z. 4  
PAUL A. KENNEDY, Pacific 6th Div. St., Z. 11  
THOMAS J. MELLON, 390 First St., Z. 5  
SERGEANT JOHN T. BUTLER, Secretary  
FRANCIS J. AHERN, Chief of Police  
THOMAS J. CAILL, Deputy Chief of Police  
JAMES L. ENGLISH, Chief of Inspectors  
CAPT. DANIEL P. MCKLEM, Supervising Captain  
CAPT. OTTO MEYER, Director of Traffic  
CAPT. DANIEL KIELY, Secretary to Dept.

## PUBLIC LIBRARY COMMISSION

Civic Center, Z. 2. HE 1-2121  
Meets the first Tuesday of each month at 4:00 P.M.

MRS. J. HENRY MOHR, President, 2 Castagna Ave., Z. 16  
ROSE M. FANUCCI, 511 Calumet Ave., Z. 11  
REV. A. D. HAYNES, 1190 McAllister St., Z. 15  
HENRY ROSS HUBBARD, 2537 Ocean Ave., Z. 27  
CAMPBELL MCGREGOR, 165 Post St., Z. 8  
J. MAX MOORE, 506 Potrero Ave., Z. 10  
MRS. HAZEL O'BRIEN, 440 Ellis St., Z. 2  
ALBERT E. SCHWABACH, JR., 100 Montgomery St., Z. 4  
BERNARD, 1250 Folson St., Z. 3  
S. LEE VAUVRIS, 900 Geary St., Z. 9  
DR. THOMAS W. S. WU, 196 Kearny St., Z. 11  
LAURENCE J. CLARKE, Librarian  
FRANK A. CLARVOE, JR., Secretary to Commission

## PUBLIC UTILITIES COMMISSION

287 City Hall, Z. 2. HE 1-2127  
Meets every Monday at 2:00 P.M.

JOSEPH MARTIN, JR., President, 400 Montgomery St., Z. 4  
EDWARD F. DEL CARLO, Vice-Pres., 20 Guerrero St., Z. 3  
DANIEL B. BARON, 44 Cana Way, Z. 23, WE 1-8501  
OLIVER M. ROUSSEAU, 1100 Sacramento St., Z. 8  
DONALD A. CAMERON, 2566 Ocean Ave., Z. 27  
R. J. MacDonald, Secretary  
JAMES H. TURNER, Manager of Utilities  
JAMES J. FINN, Exec. Sec'y to Manager

## Bureaus and Departments

**BUREAU OF ACCOUNTS**—George P. NEGRI, Director,  
287 City Hall  
**BUREAU OF LIGHT, HEAT AND POWER**—B. A. DE-  
VINE, Manager, 425 Mason St., Z. 2. PR 5-7000  
**HETCH HETCHY SYSTEM**—HARRY E. LLOYD, Chief  
Engineer, 425 Mason St., PR 5-7000  
**BUREAU OF PERSONNEL AND SAFETY**—PAUL J.  
FANNING, Dir., 901 Presidio Ave., Z. 15. H 6-5656  
**MUNICIPAL RAILWAY**—CHARLES D. MILLER, Manager,  
499 Presidio Ave., Z. 18. FI 6-5656  
**S. F. INTERNATIONAL AIRPORT**—FREDERIC B. BUT-  
LER, Manager, So. San Francisco, PL 6-0590  
**BUREAU OF PUBLIC SERVICE**—VIRGIL L. ELLIOTT,  
Director, 287 City Hall, Z. HE 1-2127  
**WATER DEPARTMENT**—GEORGE W. PRACY, General  
Manager, 425 Mason St., Z. 2. PR 5-7000

## PUBLIC WELFARE COMMISSION

585 Bush St., Z. 8. GA 1-5000  
Meets first and third Tuesdays of each month at 9 A.M.

EDWARD J. WREN, President, 1825 Mission St., Z. 3  
ERNEST D. HOWARD, 85 Montgomery St., Z. 4  
FRANK F. AGNOST, S. F. Chronicle  
MRS. JOHN D. MURRAY, 1106 Peralta Drive, Z. 27  
ALBERT A. SAELES, 856 Market St., Z. 4  
RONALD H. BORN, Director of Public Welfare  
MRS. EULALA SMITH, Secretary to Commission

## RECREATION AND PARK COMMISSION

McLaren Lodge, G.G. Park, Z. 17. SK 1-4866  
Meets second and fourth Thursdays of each month at  
3:00 P.M.

LOUIS SUTTER, President, 58 Sutter St., Z. 4  
WM. M. COFFMAN, 531 Market St., Z. 5  
REV. EUGENE A. GALLAGHER, 968 Market St., Z. 2  
DR. FRANCIS J. HERZ, 450 Sutter St., Z. 11  
MRS. JOSEPH A. MOORE, JR., 2590 Green St., Z. 23  
FRED D. FUNKE, 1 Drum St., Z. 11  
JAMES MMERMAN, 2424 Fulton Ave., Z. 16  
MAX C. PARKER, General Manager  
WILLIAM J. SIMONS, Exec. Secretary to Gen. Mgr.  
EDWARD McDEVITT, Secretary to Commission

## REDEVELOPMENT AGENCY

512 Golden Gate Ave., Z. 2. OR 1-6114  
Meets every Tuesday at 3:30 P.M.

JOSEPH L. ALIOTO, Chairman, 111 Sutter St., Z. 4  
LAWRENCE R. PALACIOS, Vice-Chr., 2940 - 16th St., Z. 3  
J. JOSEPH HAYES, 210 West St., Z. 3  
ROY L. COLE, 656 Townsend St., Z. 3  
JAMES E. STRATTIN, 2051 Bush St., Z. 15  
EUGENE J. STEWART, 609 Market St., Z. 2  
M. C. HERMANN, Secretary

## RETIREMENT SYSTEM BOARD

460 McAllister St., Z. 2. HE 1-2121  
Meets every Wednesday at 3:00 P.M.

JOHN F. BRADY, President, 1296 - 35th Ave., Z. 22  
A. B. CROOK, Vice-Pres., Dir. of Public Health, Z. 2  
BELFORD BROWN, First Western Bank  
WILLIAM T. REED, 1185 - 20th Ave.  
WM. J. MURPHY, 1771 - 45th Ave., Z. 22  
HARRY J. STEWART, 609 Market St., Z. 2  
Ex-Officio Members  
President, Board of Supervisors  
City Attorney  
RALPH R. NELSON, Consulting Actuary  
IRA G. THOMPSON, Secretary

## WAR MEMORIAL TRUSTEES

Veterans Building, Z. 2. MA 1-6600  
Meets second Thursday of each month at 3:00 P.M.

J. RUFS KLAWANS, President, 215 Montgomery  
PRENTIS COBB HALE, JR., Vice-Pres., 867 Market St.

**Trustees**  
GEORGE T. DAVIS, 98 Post St.  
SAM K. HARRISON, 431 Bryant  
EUGENE D. EHRMAN, 14 Montgomery  
COL. FRANK A. FLYNN, 68 Post St.  
W. A. HENNING, 2179 - 27th Avenue  
MILTON KLEITER, 2179 - 27th Avenue  
GUIDO J. MUSTO, 535 North Point  
RALPH J. A. STERN, 517 City  
EDWARD SHARKEY, Managing Director  
E. LAWRENCE GEORGE, Secretary

## SAN FRANCISCO MUSEUM OF ART

Veterans Building  
DR. GRACE MORLEY, Director, HE 1-2040

DEPARTMENTS UNDER THE  
CHIEF ADMINISTRATIVE OFFICER

## CORONER

DR. HENRY W. TURKEL  
650 Merchant St., Z. 11. DO 2-0461

## ELECTRICITY, DEPARTMENT OF

45 Hyde St., Z. 2. HE 1-2121  
D. O. TOWNSEND, Chief  
DOYLE L. SMITH, Supt. of Plant

## FINANCE &amp; RECORDS, DEPARTMENT OF

Vacancy, Director, 220 City Hall, Z. 2. HE 1-2121  
**COUNTY CLERK**—MARTIN MORGAN, 317 City  
Hall, Z. 2. HE 1-2121  
**PUBLIC ADMINISTRATOR**—WILFRED A. ROBIN-  
N.A.M. Supt., Richmond City Hall, Z. HE 1-2121  
**RECORDER AND REGISTRAR OF VOTERS**—  
THOS. A. TOOMEY, 167 City Hall, Z. 3. HE 1-2121  
**LAND COLLECTOR**—JAMES REINFELD, 107 City  
Hall, Z. 2. HE 1-2121

## HORTICULTURAL COMMISSIONER

WILLIAM F. CARROLL  
Agricultural Building, Embarcadero, Z. 7. SU 1-1003

## PUBLIC HEALTH, DEPARTMENT OF

Health Center Building, Z. 2. UN 1-4701  
DR. ELLIS D. SOX, Director Public Health  
DR. E. C. SAGE, Assistant Director of Public Health  
HASSLER HEALTH HOME—DR. LINCOLN E. PUT-  
N.A.M. Supt., Richmond City Hall, Z. HE 1-2121  
LAGUNA HONDA HOME—LOUIS A. MORAN,  
Supt., 7th Ave. and Develly Blvd., Z. 16. MO 4-1580  
**SAN FRANCISCO HOSPITAL**—DR. T. E. ALBERS,  
Supt., 22nd and Potrero St., Z. 10. MI 7-0025  
**CENTRAL EMERGENCY HOSPITAL**—EARL BLAKE,  
Chief Steward, Grove and Polk. HE 1-2900

## PUBLIC WORKS, DEPARTMENT OF

260 City Hall, Z. 2. HE 1-2121  
SHERMAN P. DUCKEL, Director  
R. BROOKS LARTER, Assistant Director, Administrative  
L. J. ARCHER, Asst. Director, Maintenance and Operation  
**Bureaus**  
ACCOUNTS—J. J. MCLOSKEY, Supervisor, 260 City  
Hall, Z. HE 1-2121  
**ARCHITECTURE**—CHARLES W. GRIFFITH, City  
Architect, 265 City Hall, Z. HE 1-2121  
**BUILDING INSPECTION**—LESTER C. RUSH, Super-  
intendent, 275 City Hall, Z. HE 1-2121  
**BUILDING REPAIR**—WALTER C. ZECHER, Superin-  
tendent, 2523 Army, Z. 10. MI 7-9620

## CENTRAL PERMIT BUREAU—SIDNEY FRANKLIN.

Supervisor, 286 City Hall, Z. HE 1-2121  
**ENGINEERING**—RUBEN H. OWFN, City Engineer,  
359 City Hall, Z. 2. HE 1-2121  
**SEWER REPAIR AND SEWAGE TREATMENT**—  
BEN BENAS, Superintendent,  
2325 Army, Z. 10. MI 7-9620  
**STREET CLEANING**—J. SULLIVAN, Supt., 2123  
Army, Z. 10. MI 7-9620  
**STREET TRAFFIC**—FRED BROWN, Supt., 2123 Army,  
Z. 10. MI 7-9620

## PURCHASING DEPARTMENT

270 City Hall, Z. 2. HE 1-2121  
**PURCHASER OF SUPPLIES**—B. G. KLINE,  
Central Shops—AYLMER W. PETAN, Superin-  
tendent

## REAL ESTATE DEPARTMENT

375 City Hall, Z. 2. HE 1-2121  
PHILIP L. REOS, Director of Property  
JAMES A. GRAHAM, Superintendent of Auditorium  
Civic Auditorium, Z. 2. HE 1-2132

## SEALER OF WEIGHTS AND MEASURES

O. C. SKINNER, JR.,  
6 City Hall, Z. 2. HE 1-2121  
**FARMER'S MARKET**  
Thomas Christian, Market Master, MI 7-9423

SEPARATE BOARDS AND  
DEPARTMENTS

## CALIFORNIA ACADEMY OF SCIENCES

DR. ROBERT C. MILLER, Director  
Golden Gate Park, BA 1-3100

CALIFORNIA PALACE OF THE LEGION  
OF HONOR

Lincoln Park, Z. 21. BA 1-5410  
**Board of Trustees**  
Meets the second Monday in January, April, June and  
October at 3:30 P.M.

MRS. A. B. SPRICKLES, Honorary Pres., 2 Pine, Z. 11  
PAUL VERDIER, President, 199 Geary, Z. 2. 8  
JAMES B. BLACK, 243 Market St., Z. 5  
ALEXANDER J. BRETTEVILLE, 10 Pine St., Z. 11  
CHARLES MAYER, S. F. Examiner, 3rd and Market, Z. 3  
WILLIAM WALLACE MEIN, 315 Montgomery St., Z. 4  
JOHN W. ROSE, 121 Pine St., Z. 11  
WILLIAM R. WALLACE, JR., 310 Sansome St., Z. 4  
LOUIS A. BENOIST, 37 Drumm St., Z. 11  
WALTER E. BUCHER, 800 Russ Blvd.  
E. RAYMOND ARMSBY, 111 Sutter St., Z. 4  
MRS. BRUCE KELHAN, 2066 Washington St., Z. 9  
DAVID FLEWELL-BOUVERIE, Glen Egle Building  
WHITNEY WARREN, 285 Telegraph Hill Blvd.

**Ex-Officio Members**  
MAYOR GEORGE CHRISTOPHER  
LOUIS SUTTER, Pres., Recreation & Park Commission  
THOMAS CARR HOWE, JR., Director  
CAPT. MYRON E. THOMAS, Secretary

## M. H. deYOUNG MEMORIAL MUSEUM

Golden Gate Park, Z. 18. BA 1-2067  
**Board of Trustees**  
Meets the second Monday in January, April, June and  
October at 3:00 P.M.

MRS. HELEN CAMERON, Hillsborough, Hon. President  
MICHAEL J. O'NEILL, 1217 The White House  
CHARLES R. BLYTH, Russ Bldg., Z. 4  
MISS LOUISE A. BOYD, 2535 California  
SHELLEY C. GILBERT, 1000 Broadway  
R. GWIN FOLLIS, 3690 Washington  
RANDOLPH F. HEARST, 850 Howard St., Z. 19  
DR. J. WALKER, 1000 Broadway  
JAMES K. LOCHHEAD, 464 California St., Z. 4  
GROVER MARGIN, 1 Francis Hotel  
GARRETT MCENERNEY, 1000 Broadway  
ROSCOE F. OAKES, 2066 Washington  
RICHARD RHEEM, 255 Montgomery St., Z. 4  
JOSEPH O. TORIN, 1000 Broadway  
MRS. NION TUCKER, Burlington Country Club

**Ex-Officio Members**  
MAYOR GEORGE CHRISTOPHER  
LOUIS SUTTER, Pres., Recreation & Park Commission  
DR. WALTER HEIL, Director

## HEALTH SERVICE SYSTEM

Grove Ave., HE 1-100  
GEORGE G. CUNIFFE, President, 1627 - 25th Ave. 22  
GEORGE J. GALLAGHER, 3517 - 22nd St.  
PHILIP G. ENGLER  
THOMAS BYRNE, 488 - 30th St.  
DANIEL I. GALVIN  
THEODORE T. DOLAN, 124 Junata Way  
JOHN M. DEAN, 1000 Market St.  
HENRY L. MCKENZIE  
EDWARD T. MURPHY  
THOMAS F. O'NEILL  
WALTER E. HOOK, M.D., Medical Director  
Vacancy, Secretary

## LAW LIBRARY

ROBERT J. EVERSON, Librarian  
416 City Hall, Z. 2. HE 1-2121

## PUBLIC BOUND

CHARLES W. FRIEDRICH, Secretary and Manager  
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**Lower Market Street**

(Continued from Page 11)

Isaacs, a dynamic man with a pleasant personality, is well known in San Francisco. He is a member of the executive committee of the State Bar of California; treasurer of the Lawyers Club of San Francisco; a member of the San Francisco Bar Association, a Shriner, and many other patriotic, fraternal and business organizations.

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## John G. Brucato, Farmer's Market Founder, Thanks Record Publisher and Its Staff

Editor:

On August 12, the Farmers' Market was 13 years of age.

It is difficult to realize that 13 years have passed since this wartime venture began on a wind-swept lot at Market and Duboce Avenue and through the many years of controversy and development has become what is generally known as the biggest and best Farmers' Market in the Nation.

Now situated at its present location on Alemany Boulevard near Bayshore, it serves thousands of our San Francisco citizens and assists hundreds of our California Farmers—mostly the small family-sized farmer.

This year we are honoring a grand group of people—the Farmers' Market Advisory Board, a Citizens' Committee that has worked together smoothly and harmoniously over the years.

Perhaps one of the factors most generally overlooked is the tremendous attraction it has for people from all over the world who have marvelled at the uniqueness and setup of the Market.

Here one may see over 40,000 shoppers as of a Saturday comingling with the many California Farmers who bring their wares from every corner of the State.

Here one also sees amateur photographers, painters, retired Iowans discussing agricultural

problems with visiting Farmers—backyard "growers"—asking advice from an experienced Farmer, students from Davis, Stanford, and nearby colleges visiting in groups to study this simplest of all methods of merchandising—from farmer to consumer. Here one also sees 40 to 50 grocers as of a Saturday morning buying their "shorts" and seasonal produce—the same people who several years ago attempted to strangle the Market—but who now think it's a great place for them.

**VOTERS APPROVE**

Twice, the people by a 6-1 vote assured its continuity. Here is really San Francisco's true melting pot—where the farm blends with the city, and as one leading agriculturist recently said—San Francisco's greatest contribution to the cause of urban-rural relations.

And in all this, I, personally, am extremely happy and I least of all, expected it to attain its 13th birthday back on August 12, 1943.

Throughout the years, your



JOHN G. BRUCATO

magazine and staff have been extremely kind to me and my efforts and to the cause of the Farmers' Market. My sincere thanks for your splendid support.

With kindest regards,

Sincerely yours,

JOHN G. BRUCATO,

Founder San Francisco Farmers' Market.

Chairman, Farmers' Market Advisory Board

**HEADS GROUP IN FUND CAMPAIGN**

John G. Brucato, superintendent of the agriculture and land division of the San Francisco Water Department, is in charge of the United Crusade's campaign among San Francisco City and County employees this year.

The fund drive won't start until October but Brucato has already announced the group of men who are working with him. They are Robert J. Everson, San Francisco Law Library; Joseph Allen, the Mayor's executive secretary; George Negri, director of the Bureau of Accounts; Joseph Mignola, Jr., of the Chief Administrator's office; Brooks Larter, assistant director, Department of Public Works; James McGovern, chairman of the Welfare Fund of the San Francisco Police Department, Company D; and a representative of the Fire Department as yet unnamed.

Last year city and county employees contributed \$50,553 to the San Francisco district of the United Bay Area Crusade. The five-county fund drive is for 256 causes which include local youth, health and welfare agencies serving 147 Bay Area communities, as well as nation-wide appeals such as Red Cross, USO, and the heart, cancer, arthritis, multiple sclerosis and cerebral palsy societies.

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# APPEALS BOARD PROFILES

(Continued from Page 9)

**J. EDWIN MATTOX**, Secretary of the Board of Permit Appeals, is perhaps one of the happiest city officials under the "Big Dome" at City Hall. And this may be ascribed to the fact that Mattox is a hard working individual, tremendously interested in his job, and withal completely loyal to his Board. His present post he has held down going on seven years.

Early this year, he was re-appointed by Mayor George Christopher, a friend of long standing, for another four-year term. The Chief Executive doubtless retained the capable Mattox because of his distinguished record as an efficient government administrator, civic worker and political sage. And because of his tact, pleasant personality and rare virtue of making things click in a harmonious manner.

A huge chunk of jolly manhood, Secretary Mattox's background would look good in any "Who's Who?" He seems to live in equanimity calmly and contentedly. Hard organizational work seems to be his forte.

Prior to his appointment to the Board, Mattox, a licensed public accountant by the State of California, maintained his own offices for several years in the Hearst Building.

## POPULAR FIGURE

A popular figure in "Political Lane," Mattox has made his influence and capabilities strongly felt for a quarter of a century. His smile will melt the stoniest heart, his personality warm the coldest igloo, say those who cross his path.

Mattox was formerly a deputy collector of Internal Revenue U.S. in the San Francisco office, and a special agent with the State's Attorney General Office here.

During World War II, he was commissioned by Gov. Earl Warren as a lieutenant in the 23rd Regiment, California State Guard. He was a member of the Selective Service System Draft Board.

Mattox's other activities: chairman of the Admissions Committee of the Press & Union League Club; member of the Board of Governors of the Civic League of Improvement Clubs and Associations of San Francisco; chairman of the program committee of the Municipal Executive Employees Association of S.F., member of the advisory board of the South of Market Street Boys' Commonwealth Club; Dons Club of the University of S.F., Navy League of the U.S., Saints & Sinners; member of the Board of Deacons of the Calvary Presbyterian Church; formerly a city and state president of the Young Democratic Clubs of California and a past national officer.

Also a member for several years of the Democratic State Central Committee of California, and a

member of the Steuben Society of America, San Francisco Chapter.

Born in New York City—Spuyten Duyval on the Hudson—Mattox with his parents migrated in 1932 to San Francisco. In New York he was quite active as a young man in New York City's famous "Old Seventh"—Seventh Regiment, National Guard. As a star athlete of all-around talents, he made his mark in the exclusive New York Athletic Club.



J. EDWIN MATTOX

His father, E. Tilden Mattox, who died in 1951, was a prominent New York banker, and former N. R. A. director for the eleven Western states. Mattox lives with his mother, Frances, in this city. He was vice-president of the Associated Students of San Francisco Evening Law School, where he studied two years.

Secretary Mattox spoke of the five members of the Board of Permit Appeals as men "of high calibre and as successful business executives serving under San Francisco's outstanding Mayor, the Hon. George Christopher." He said he was "very happy" to serve as their secretary. "I get along splendidly with them all. Their responsibilities are among the most important under the aegis of the mayor."

## DOES MANY FAVORS

A man with many friends, Secretary Mattox is known "never to let a man down" if he can possibly do him a favor. And when he does go all out to do that favor, it is said "there are no strings attached to it." That may be one of the reasons why Ed Mattox is so popular.

His, credo... "An... independent idealism so necessary to carry out the traditions of the founders of our country. An idealism that must

be actualized for a sound and progressive government," he advocates.

Ed loves his San Francisco. He loves people — people from all walks of life. His enthusiasm for his work knows no bounds.

His hobbies: watching the Seals romp around the diamond, the 49ers maul each other, and dinner-dancing.

## WATCH FOR CHILDREN

It's School's Open time so all drivers remember the Three R's of driving — Readiness, Restraint and Regard, urges the California State Automobile Association. Keep your eyes open for school children, school buses and School Safety Patrols.

## FIRE AUXILIARY RESERVE

### San Francisco Disaster Council and Corps

**WITH DELIBERATE EARNESTNESS**, the men of the Fire Auxiliary Reserve drill each week coupling hose, leading lines, scaling ladders, and operating their 500 gallons-a-minute pumpers.

Without fanfare or audience, they are there to master the handling of fire-fighting equipment and to apply in practice their knowledge of how to deal with the most violent damage during disaster.

They may be seen training at various locations throughout the city... Islais Creek, the fireboat station, on the waterfront, the pool of the Civic Center plaza, or Spreckles Lake in Golden Gate Park, the fire escape of a public school.

The Fire Auxiliary Reserve is made up of men who are Civil Defense volunteers. They are assigned to the Fire Department for training in fundamentals of fire fighting, in order to be capable of serving with the Department in time of a major emergency.

### FIRE FIGHTING COURSE

The training consists of all phases of fire fighting in evening classes once each week. Ten hours a month is the continuing service required of each volunteer. He receives no pay. Each volunteer is loaned protective clothing—turn-out coats, pants and boots.

Some 400 volunteers have been trained in this facet of Civil Defense. The Fire Auxiliary Reserve has ample equipment to handle the complement of 800 reservists stipulated by law. There are now at stations in San Francisco 29 fully equipped pumpers (500 gallons per minute), each with 1,000 feet of 2½ inch hose, plus 200 feet of 1½ inch hose, as well as hand tools, light units, and other required equipment.

The Fire Auxiliary Reserve is under the command of Chief Frank P. Kelly. It's training is conducted by Battalion Chief William L. Hatch. Any male citizen in good physical condition, exempt from military draft, and of good moral standards who will join Civil Defense and take the loyalty oath qualifies as an applicant.

Application may be made at any fire house or at Civil Defense headquarters. The San Francisco Disaster Council and Corps, 45 Hyde Street, Room 212.

## Citizenship Course Offered At Local Junior High

Classes in English, Americanization and Citizenship are offered each evening, Monday through Thursday, from 7 to 9 o'clock, at the Benjamin Franklin Junior High School, Scott and Geary Streets.

These classes are for adults 15 years of age and over, and are designed primarily for people of foreign birth who need classes in English or who plan on obtaining their citizenship. Mr. Hamins, one of the instructors, is able to communicate in Russian with those students whose knowledge of English is limited, and Mrs. Biagi, another instructor, is able to speak both Spanish and Portuguese.

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MISS CALIFORNIA—Joan Colleen Beckett, this year's beauty contest winner, shown posing for John Rickey beside the swimming pool at Rickey's Studio Inn, Palo Alto, California.

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# CITY-COUNTY RECORD

VOL. 23 — No. 10  
OCTOBER, 1956

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OUR TWENTY-FOURTH YEAR OF CONTINUOUS SERVICE

THE MAGAZINE OF GOOD GOVERNMENT



**CLAYTON W. HORN, *Presiding Judge***  
*San Francisco Municipal Court*

(See story on Page 5)

## Mayor Christopher Urges "Yes" on Proposition F

Mayor George Christopher favors a "Yes" vote on Proposition F at the next general election.

"I believe that Proposition F is fair and equitable and urge a YES vote."

Proposition F on the November ballot, applying to the Fire Department retirement benefits, proposes to amend Section 171.1.5 and Section 171.1.7 and adds Section 171.1.5.1 to the Charter of the City and County of San Francisco. These amendments and additions will correct certain inequities with relation to members retired for disability prior to 1949 and will provide a death benefit after retirement comparable to that received by other city employees.

## Four Upped in Police Traffic Department

Four ranking police officers stepped up the ladder with the retirement of Capt. Otto Meyer, police traffic director.

Into Meyer's job went Capt. Daniel P. McKlem, formerly supervising captain of the department.

Capt. Daniel W. Kiely, department secretary, was moved into the position vacated by McKlem.

Sgt. John T. Butler, director of criminal information, shifted to the position of department secretary and will continue to serve as secretary to the police commission.

Lt. Edward V. Comber became director of criminal information.

The changes were ordered by Chief Frank Ahern.

Meyer sought retirement because of a hypertension condition. In replacing Meyer in the department's fourth ranking job, McKlem's salary will jump from \$898 to \$1,107 a month. No salary raises are involved in the other changes.

## Mana Elected Commander Of S. F. Legion Council

Lawrence S. Mana, chief deputy city attorney of San Francisco, was elected commander of the San Francisco County Council of The American Legion for the forthcoming Legion year at the annual meeting of the San Francisco County Council. Mana is a past commander of Salesian Post No. 599, the American Legion and also president of Salesian Boys' Club.

Deputy Public Defender Joseph McNamara was elected as first vice commander and Hal Hubbard, Richmond district realtor, was elected second vice commander.

The San Francisco County Council of the American Legion is composed of delegates from the more than sixty posts of the American Legion in San Francisco.



## "How old am I?"

asks Mrs. Charles Vellenga,  
1221 Edgewood Road, Redwood City

She's a writer . . . an amateur photographer . . . and women's editor of a newspaper. But, most important of all, she's mother of a fine family. And, like so many of today's busy mothers, she looks years younger than her age.

Ever wonder why so many women look and feel so much younger these days? One good reason: Modern household ap-

pliances. They free women from so many chores that used to rob them of their youthful beauty.

Take Jean Vellenga, for instance. She leaves most of her hard work to labor-saving household appliances. And she's celebrating her 45th birthday this year.

Here's the beauty of it: With gas and electricity so cheap in California you can run a whole houseful of appliances all day for the price of a bottle of popular hand lotion.

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### Contributing Editors:

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OCTOBER, 1956

## Around and About

By WHIT HENRY

WITH the football season here again many San Franciscans will be traveling to Berkeley, and a favorite rendezvous both before and after the games will be the Claremont Hotel. Its history is long and varied. The property was originally a part of the old Peralta and Vicente Spanish Ranch grants. The building itself, though actually completed in 1914, dates back to the early days of the Gold Rush, when a Kansas farmer, Bill Thornburg, came to California with his daughter and wife. They dreamed of a home that would look like an English castle. Thornburg purchased thirteen thousand acres, and, to fulfill his wife's dream, built the castle, plus stables which housed pedigreed hunters and jumpers with Cockney grooms to care for them. He also raised English foxes which were used for gay hunting parties.

Thornburg's daughter married a British lord and went to England to live. Mrs. Thornburg died and Thornburg sold the castle to a family named Ballard. Shortly thereafter, the castle and almost all the other buildings burned down. Some of the costly furnishings were saved. The property then fell into the hands of Frank Havens and the famous miner "Borax" Smith, who planned a modern interurban train service for the Bay Area. In 1907, their syndicate made plans to erect a tourist hotel called the Claremont, with trains running right into the lobby. But when the plans were abandoned, Havens, Smith and John Spring, a Berkeley capitalist, played a game of checkers in the old Athens Club in Oakland—the stakes being the hotel—Havens won.

The property turned out to be a bad gamble for Havens and when, during the Klondike Gold Rush,

Erick Lindblom came to Berkeley, having made a stake in Nome, Alaska, Havens was only too glad (Continued on Page 15)

## How well do you know San Francisco?



**E**ven most lifelong residents of the Bay Area haven't visited all the famous landmarks that have made San Francisco the world over. If you're a stranger, a Gray Line tour is a must; if you're a native, you'll still find a tour exciting, informative, entertaining. Be sure to tell visiting friends: Take a Gray Line tour of San Francisco. Hundreds of thousands do—every year and say, "There's nothing like it!"

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## Cannon's Piano Playing Aboard Ship Gets Him Free Trip Round the World

A CITY SERVICE CAREER MAN WITH A 14-CARAT RECORD FOR EFFICIENCY, JAMES M. CANNON, Chief Division Clerk of the Traffic Department of the Municipal Court, has earned the reputation for "doing a job well and with inordinate enthusiasm."

For twenty years Cannon has been attached to the Municipal Court, with the exception of a four-year break which came when his Uncle Sam requisitioned his services.

He enlisted as a buck private and emerged from the armed services with the rank of captain, attached to the Military Government. He enlisted with the Fourth Army Infantry at the Presidio. From there he was assigned to the Quartermaster School, and soon obtained the rank of 2nd lieutenant. That was in 1943. Then followed a stretch with the Military Police as supply officer. After that, Lieut. Cannon was shipped to Civil Affairs in England. In 1944 he was stationed at Verdun, France. Before receiving his discharge, Captain Cannon was transferred to the Stockton Ordnance Depot where for three months he was in charge of the supplies for 10,000 German prisoners. He looks back on his military life as "a glorious one."

Clayton W. Horn is the presiding judge who adjudicates all parking violations, Cannon explained. Judge Byron Arnol, metes out the law to speeders, those passing stop signs, rights of way, intersection and other violators in moving vehicles.

In 1946, after saying adieu to his Uncle Sam, Cannon returned to the Municipal Court as a senior law clerk. He then took the examination for the present post which he has held since 1949.

### PRaises JUDGES

Chief Division Clerk Cannon spoke, short of a eulogy, of the two Municipal Court judges. He praised their judicial capabilities, adding "it is an extreme joy to be able to work with them."

Before taking up his duties with the Municipal Court, Cannon worked for the San Francisco Water Department and the Hetch Hetchy Water Supply at Livermore Calif., bringing his total city service up to approximately 24 years.

Cannon, a soft-spoken and modest executive, also knows considerable about banking. Before he made his debut with the city, he earned his livelihood for seven years in the foreign exchange department of the then Anglo London & Paris National Bank here.

"This job gave me an itch to travel," confided Cannon, and his face beamed. "Talking with customers of the bank, customers from all



JAMES M. CANNON  
Pleasant City Service Executive Gives  
24 Years' Sterling Service

over the globe, gave me overwhelming desire to travel."

Now leaked out a secret! Cannon could hardly restrain a hearty laugh when he revealed how he "worked his way" around the world in a year or so. "It was an interlude I shall never forget. I saw much and learned much."

Playing the piano aboard ship for guests!

Cannon left the bank to plunge himself into a new world—into a new saga of life. He got a good eyeful of Australia and the Orient. In fact, he could write a book on that year's experience.

"After seeing the beauties of the South Sea Islands," Cannon said, "I was reluctant to get back to work."

The piano has been Cannon's hobby for many years. He studied for some 12 years, and is regarded as a pianist of unusual talents. Even now, between busy Traffic Court rounds, he sits down and pounds out some etude or sonata for sheer relaxation and delight.

Some six employees work under his supervision. Things click and hum in the department because Cannon is the type of executive who has a gift of getting the best out of those working under his aegis.

His crew handles some 55,000 parking tags, and from eight to ten thousand moving violations, each month.

Approximately \$2,500,000 is paid each year in fines and forfeitures, Cannon reported. He manages, with his tact and keen understand-

ing of human nature, how to assuage some irate traffic violators.

Happy in his post, Cannon said "We need college-trained business-trained men and women to enter the city service. There is a good future in it."

A native San Franciscan, Cannon was delivered by Sir Stork on May 3, 1906—two weeks after the earthquake and fire, he noted. He received his education in the public and high schools. But the pleasant chief clerk has never completely left his school books behind. He has often gone back to evening classes and there gotten what he thought necessary in the way of additional education.

### CULTURAL MANNER

Well poised and well mannered, Cannon could be taken for a bank executive. He is solidly put together. He stands 5 ft. 10 in. and weighs 175 pounds. His soulful blue eyes add to his pleasant personality.

The alert Cannon lives with his wife, Maude M., a native of Idaho, in their home at 1070 Pacheco Street (in the Sunset district.) His home now overlooks the former area where he was reared in the sand dunes, he recalled wistfully.

An active member of the Knights of Columbus, Golden Gate Council, Cannon also finds time to give to the Municipal Executive Employees Association, the Joseph P. McQuaide Post No. 1205, V.F.W., and the Association of Municipal Court Clerks. Cannon recently became an associate member of the Press and Union League Club.

## Mattox As Head of Demos To Work For Re-election Of GOP Senator Kuchel

J. Edwin Mattox, secretary of the San Francisco Board of Permit Appeals and former State President of the Young Democrats of California, has been named head of the Northern California Young Democrats for the re-election of United States Senator Thomas H. Kuchel, Republican.

Said Mattox:

"I am asking the Democrats of California to vote to reelect Kuchel because now he has gained the necessary experience in the United States Senate and there is no substitute for experience."

"His record in the Senate proves he is one of the most diligent members of Congress."

"He has devoted himself to the cause of good government, and his staunch support of human rights, regardless of color, creed or social position has earned him the support of voters of both political parties."

As early as 1912 motor driven fire apparatus began to displace fire horses in San Francisco,

## Oldest Historical Society Observes 106th Birthday

California's oldest, and one of its most exclusive historical organizations, The Society of California Pioneers—celebrated its 106th year October 1, by opening to the public its enlarged and remodeled Museum headquarters at 456 McAllister Street, San Francisco.

Founded in 1850 by a group of early settlers, the Society has survived fires, earthquakes and other catastrophes with a steady growth until today its building houses thousands of precious relics, documents, and other treasures from the colorful days of the covered wagon and clipper ship.

Included are exhibits from the discovery of gold, the first theatres in San Francisco, the old volunteer fire department, early transportation and communication to California, historic guns and revolvers, and various articles brought by the early settlers from their eastern homes. An extensive reference library is also maintained. The Museum is open free to the public from 10 a.m. to 4 p.m. daily except Saturdays and Sundays.

### MEMBERSHIP LIMITED

Membership in the organization is limited to male descendants of pioneers who arrived in California prior to 1850. The roster includes approximately 600 members residing in all parts of the nation, and ranging in age from the late 90's down to infants of a few months.

Russell D. Keil is president of the Society. County vice presidents are: Alameda, Charles Lee Tilden; Butte, Jordan N. Peckham; Contra Costa, Thomas E. Tryon; Glenn, Frank S. Reager; Humboldt, James P. Mills; Kern, Peter Derby; Stockton; Lake, Benjamin C. Jones; Lassen, Arthur J. Anderson; Los Angeles, Torrey H. Webb; Napa, Daniel K. York; Nevada, William Durbrow; Orange, Charles M. Plum; Sacramento, Royal Miller; San Benito, C. Taylor Pillsbury; San Francisco, Richard C. Ham; San Luis Obispo, R. V. Johnson, Jr.; San Mateo, Logan Gray; Santa Barbara, John C. D. Gill; Santa Clara, Frazier O. Reed; Santa Cruz, Charles B. Fowler; Tehama, Arthur F. Weston; Ventura, Charles P. Temple; and Yolo, John R. Griffin.

### FOR PROPOSITION No. 3

Governor Goodwin J. Knight has announced formation of a State-wide Citizens Committee to support Proposition 3 on the November 6 ballot—thus launching the public campaign in behalf of the important \$200,000,000 State bond issue to finance construction of buildings for mental hospitals, correctional institutions, colleges, and the University of California.

## Dancing Keeps Him Young . . .

# Judge Horn Doing Capital Job As Headman Of San Francisco's Busy Municipal Court

By CHARLES A. SIEGFERT

CLAYTON W. HORN, PRESIDING JUDGE OF THE MUNICIPAL COURT, is reportedly doing a superior job handling the administrative duties for all the departments of the Court to see to it "that they are kept humming and functioning with the utmost speed and efficiency."

Elected last January by the eleven other Municipal Court judges, Judge Horn's duties are varied and require a great deal of judicial know-how. He is an indetachable worker and performs his work with inordinate enthusiasm. The keynote of his makeup is to get along with people, for "without harmony and cooperation," he says, "little of any consequences can be accomplished."

Gov. Knight appointed him to his present post January 27, 1954, to fill the unexpired term of Judge Orla St. Clair, now a judge of the Superior Court. Judge Horn runs for re-election in November 1957. His popularity, not only among his colleagues in "Judicial Lane," but in civic, fraternal and other organizations is well known. Friends close to him say he's one of the "most community-conscious" personalities in San Francisco.

Judge Horn, 52, stands 5 ft. 11 in., 172 lbs. His manner is easy and sincere. His blue eyes are warm and expressive. That military bearing is a heritage of his student days at Polytechnic H.S. when he joined the Reserve Officers Training Corps at Camp Kearney, in advance training. In his final year at the age of 17, he held the rank of Senior Captain.

Born in Cleveland, O., he made his debut in San Francisco at the age of 4. He has lived here ever since.

### VARIED DUTIES

Some of Judge Horn's duties; handling assignments of small claim cases and other cases to the various judicial departments of the Municipal Court; hearing law and motion matters, and all default cases; signs all ex parte orders presented by counsel.

He also handles administrative duties for all of the branches of the court. In addition, he hears protests regarding traffic violations and holds conferences every afternoon with James M. Cannon, chief division clerk of the Traffic Department of the Municipal Court.

Judge Horn was one of the prime movers who initiated the movement for a new Hall of Justice for San Francisco. He persuaded Mayor Christopher and the Director of Public Works, he said, "that all



JUDGE CLAYTON W. HORN  
Keeps Municipal Court Humming  
Efficiently and Smoothly

Traffic Courts and traffic facilities in the new Hall of Justice be located on the ground floor—all departments under one roof." All of the Municipal Court judges, the judge stressed "worked hard to get the new Hall of Justice." It will cost approximately \$19,000,000 and is slated for completion in 1960.

The new building will house the departments of the Municipal Court, three for traffic and four for the criminal departments of the Superior Court.

When things really get "humming" in the court, Judge Horn sometimes helps to pick a jury and then sends it out to another department for the scheduled trial. The punctilious jurist goes about his duties with aplomb; he is a stickler for efficiency and manges to get a maximum of work done as a result.

Judge Horn proffered a good tip to motorists who sell their cars to a dealer or owner. Said he: notify the Department of Motor Vehicle at Sacramento, Calif., at once when your auto is sold or transferred. Delivery of a pink slip to the purchaser, even though he be a dealer, is not sufficient. If any parking violations are incurred by the registered owner, he is presumptively liable for such parking violations.

"Many motorists are not aware of this, and have been penalized to pay substantial fines," Judge Horn said. Some of these fines run into hundreds of dollars, and the

innocent motorist is a victim of this oversight.

Judge Horn got his elementary education at John Swett and Lincoln Grammar Schools, and a diploma from Polytechnic H.S. His LL.B. degree he received from Golden Gate College, and was admitted to the State Bar in 1930. Until 1949 he engaged in private practice when City Attorney Dion R. Holm appointed him a Deputy City Attorney. He specialized in trial work and was one of the senior trial attorneys at the time he was appointed to the Municipal Court bench by Gov. Knight. Until he mounted the Municipal Court bench Judge Horn had made a sterling record both in private practice and for the city.

### INSTITUTED REFORMS

Since Gov. Knight selected him for the Municipal Court post, Judge Horn has served in all departments, both criminal and civil, and, while in the criminal division, made a special study of probation law. He instituted several reforms in Traffic Court which resulted in speeding up dispositions of the calendar.

Agile of foot, the brilliant jurist's love for the dance earned him an honorary membership in the Smooth Dancers of California. His grace and poise he attributes to his love for dancing. The Smooth Dancers, Judge Horn said, has chapters throughout the State. It stages dance concerts, holds annual conventions and elects each year a queen. This year the judge crowned a comely lady Queen of the Smooth Dancers, which boasts an active membership of some 1,000.

### LIKES TO DANCE

"I like to dance," said the jurist, "and I have always been interested in people who dance."

But his chief hobbies are music and photography. He strums the guitar. He copped top honors in 1955 in a contest staged by the Municipal Motorcycle Officers Association at its annual convention at Hoberg's Lake County resort. He's an honorary member of the association.

In 1929, Judge Horn married the former Alma Koch, a San Franciscan. The couple reside at 136 Garfield Street in San Francisco.

Judge Horn is chairman of the Constitutional Committee of the West of Twin Peaks Lions Club and holds membership in the following organizations: Loyal Order of Moose, Islam Shrine Band, San Francisco Bar Association, Olympic Club, Municipal Motorcycle Officers of California, San Francisco Trowel Club, Commonwealth Club, California Consistory, Merced Heights Improvement Association, Pyramid Lodge No 562, F. & A. M., San Francisco Square Club, Saints and Sinners, Conference of Cali-

fornia Judges, South of Market Boys, Lawyers' Club, an honorary member of the Interl. Brotherhood of Teamsters, Local 960, and West of Twin Peaks Professional and Executives Association.

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# Cannon Tells How S. F. Traffic Court Handles 60,000 Citations Each Month

By JAMES M. CANNON

Chief Division Clerk, Traffic Department  
of the Municipal Court

**THE TRAFFIC BUREAU OF THE MUNICIPAL COURT** is located on the first floor of City Hall where the traffic violator, if not cited to appear personally in court, may post bail, make no further appearance, and permit the bail to be forfeited to clear his traffic violation.

If the traffic violator desires to protest his citation before the traffic judge, arrangements are then made by the bureau for a court appearance.

The Police Department forwards the originals of the issued citations to the Traffic Bureau each morning, Monday through Friday. The original citation is on an IBM card. The citation number is pre-punched into the card at the factory. All of the citations received are checked and accounted for by the Traffic Bureau and then delivered to the Tabulating Bureau where all necessary data is punched into the original IBM citation. The citations are returned to the Traffic Bureau files for subsequent processing.

## BUSY OFFICE

The Bureau is a beehive of activity throughout the year with very little seasonal letdown. Approximately 57 deputy clerks process about 60,000 traffic citations each month. Fines and forfeitures average well over the two million dollar mark annually.

Many telephone calls, a large volume of correspondence, and the handling of a thousand or more violators depositing bail at the Traffic Bureau windows each day creates a problem of traffic within the bureau itself.

Prompt and courteous service to the public is the objective of

the Traffic Bureau personnel at all times. When violations of the traffic laws are explained clearly to the violator, either in person or by telephone, he usually sees his error and appreciates the information received.

However, there is a small number of traffic violators who seem to undergo psychological reaction upon receiving a traffic citation that changes them from mild mannered individuals to persons ready to argue with the world. They denounce the deputy clerks, court, police and any one connected with traffic enforcement. No amount of patient explanation can convert this group.

## INCOMING MAIL

The incoming mail for the bureau is picked up from the Post Office each morning at 7:00 A.M. by a deputy clerk, and is opened and sorted before the bureau opens for business at 8:00 A.M. The correspondence includes remittances for bail on traffic citations. In some instances the sender neglects to enclose the remittance with the citation. And occasionally he or she encloses the remittance without citation. Remittances too little or too much, unsigned checks, all necessitate further correspondence



**PAYING UP**—Depicted above a few traffic violators depositing bail at Traffic Bureau window in City Hall.

and add to the work load of the bureau.

The bureau at times receives mean, sarcastic and insulting letters. Some are humorous. One motorist for example mailed in his pink registration slip on his "old jalopy," as he referred to it, and said it wasn't worth the fine he had to pay for his traffic citation. We could have his jalopy.

The other day a note was received from a vacationer in the mountains, saying he was enclosing a check with his citation as he was worried about it. He inadvertently enclosed his check book but no signed check.

## VALUABLE SUGGESTIONS

The bureau is constantly on the alert to improve procedures and to adopt modern machine methods for efficient handling of traffic matters whenever possible. Many valuable suggestions have been made by the employees.

The deputy clerks within the bureau have chosen Civil Service as their career and are afforded excellent opportunities for promotion to higher positions in the Municipal Court by Civil Service examinations.

Plans are now in progress for larger quarters for the Traffic Bureau, and Traffic Courts in the new Hall of Justice building to be constructed on the present site of the Father Crowley playground.

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**INTERIOR OF TRAFFIC BUREAU** showing Chief Cannon discussing a problem with one of his employees.

**"The Man With a Heart"****Pettit Moved to Tears As His Many Friends Honor Him At Colorful Testimonial Fete****"Ambassador of Good Will" Gets Letters From President Eisenhower and "Dick" Nixon**

By CHARLES A. SIEGFERTH

STATE and county officials, and several dignitaries from foreign countries, turned out Friday night, September 28 at the Sheraton-Palace Hotel to pay tribute to John W. Pettit at a testimonial dinner attended by close to 1,000 persons.

Widely known as San Francisco's "Ambassador of Goodwill," Pettit was overwhelmed by the many gifts presented to him. He was also visibly affected by what his many friends said about his "sterling character" and his many charitable activities.



**JOHN W. PETTIT**  
Showered With Tributes

Mayor Christopher, who attended the fete with Mrs. Christopher, delivered a stirring address in which he said: "John Pettit is the kind of man who has no only given color to our city, but has been a man of charitable heart." He further said that he had known "John" long before he became the city's chief executive, and had then learned that he was "everybody's friend."

A score of letters were received at the banquet in which Pettit known as "Mr. San Francisco" was eulogized for his "great work and selfless nature." One of the letters came from President Dwight D. Eisenhower, and one from Vice-President Richard M. Nixon. Letters were also received from several governors.

Representatives of the twenty-six organizations, in which Pettit, is an active participant, were on hand to express their appreciation for the honored guest's "years of devotion" to community interests.

Pettit, assistant to Lansing W.

Rothschild, president of the Yellow Cab Company, rose from a humble cab driver in some 34 years to his present post.

Holland H. French, Territorial Commander of the Western Territory of the Salvation Army, delivered a heart-warming address after he gave the invocation. A number of Salvation Army officers and their wives also attended. Pettit, is a member of the Advisory Board of the Salvation Army to which he has devoted much time.

Pettit, 63 has helped direct numerous campaigns for clothing, food and funds to aid needy families, and has organized scores of civic parades. His most recent job in this respect was directing the huge Festival of Progress parade in San Francisco earlier this year. His wife, Mary, "my bride for 36 years" also was on hand to share the many tributes heaped upon San Francisco's outstanding ambassador.



**W. LANSING ROTHSCILD**  
Head of Yellow Cab Co.

Pettit moved the huge throng with his address. Said he in part: "When I could help people I have done it from my heart—never with

any thought of personal glory or profit."

John was born Christmas morning, 1891, of immigrant parents, over a saloon on the main street of San Luis Obispo, California. His mother came from Switzerland, his father from France. Most of his childhood he was an orphan. He was 12 years old before "I wore my first pair of shoes." Sir Stork delivered him in a log cabin. He worked in a bake shop, chop house, as a bell boy, as a turkey herder at ten cents a day and other humble jobs. His first job in San Francisco was at the Sultan Turkish Baths at 624 Post Street, where he went from elevator boy to assistant manager. His first boss, Fred McMerkin, was at the dinner to witness John honored.

Pettit closed his speech by saying "It is my sincere hope that I might continue to warrant your fine friendship as long as the Almighty allows me to remain on this earth." He received a rousing standing ovation.

Paul Speegel, columnist for the San Francisco Call-Bulletin, did a corking job as emcee. The arrangement committee comprised Co-chairmen L. J. Block and Eugene Giraldo, Ray U. Brouillett, secretary, and Walter F. Drewe's, treasurer.

**Barber Shop Quartet to Sing At Annual December Event**

On Saturday evening, December 8th, the San Francisco Chapter of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America will present its annual concert in the auditorium of the Veterans Memorial Building at Van Ness and McAllister. Last year the concert was a sell-out and many late-comers were turned away. As usual, tickets will be on sale at the Sherman, Clay box office. The perennial favorites, the Hi-Tones, will be the head-liners, a spot they have occupied in the past. The finest quartets in northern California will sing as will the leading Barber Shop harmony Chorus. A glorious evening of entertainment is in the making.

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**Mayor Christopher Names Committee to Draft Plan To Aid Chronic Drunks**

Mayor George F. Christopher appointed a blue ribbon citizen's committee to draft a rehabilitation program for chronic alcoholics, to supplement the police drive against drunkenness.

The fifteen persons named include specialists in the field of public service. They will work with a technical committee of city officials, appointed several weeks ago.

Sheriff Matthew Carberry, chairman of both groups, expects to call an organizational meeting soon.

Named to the citizens' committee were:

William A. Anderson, of the San Francisco Council of Churches; Lawrence Arnstein, executive secretary, San Francisco Social Hygiene and Health Association; Dr. Alfred Auerback, chairman, mental health committee, California Medical Association, and Warren Berl, businessman.

**OTHERS NAMED**

The Rt. Rev. Msgr. Matthew Connolly, chaplain, Port of San Francisco; Emmett Daly, deputy State Attorney General; John M. Dodd, bureau of vocational standards, State department of education; Russell Dreyer, president, Apartment and Hotel Employees Union.

Don Fazackerley, of the Community Chest's social planning committee; Maj. George Ferguson, Salvation Army; Mrs. Isabel C. Greiner, attorney and chairman of the Queen's Bench jail study committee; Mrs. Agnes Nightingale, Salvation Army; Justice Ramond E. Peters, of the State District Court of Appeal; Alfonso J. Zirpoli and Gregory S. Stout, attorneys.

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# EARLY PUBLIC SCHOOLS IN SAN FRANCISCO

By A. J. CLOUD, Record Contributing Editor

No. 10 of a Series

"A city that is not relapsing into barbarism must, in this age, maintain a High School." John Swett (1880)

(Like the preceding article in this series, the pattern followed in the school development from 1875-1890.)

## THE COMMERCIAL HIGH SCHOOL

First organized in 1884 under the title of "Commercial School," this institution in 1891 was rechristened "Commercial High School." Its earliest location had been the original San Francisco High School building on Powell Street near Clay; but in 1891, it was removed to the structure at the Bush and Stockton Street site which had housed the Denman Grammar and the Girls High in former years. Course of study embraced the range of bookkeeping, shorthand, typing, Spanish, commercial arithmetic and commercial law. The initial Principal was Isador Leszinsky, who by 1889, was succeeded by Walter N. Bush, formerly a teacher at Boys High. This school had a relatively large enrollment from the beginning, as is evidenced by the fact that it graduated twenty-eight students in 1886 and one hundred eighty-one in 1892.

It is interesting to note that in the year 1889 there were only twenty-one public high schools in California, of which three (Boys High, Girls High and Commercial High) were found in San Francisco.

## GIRLS HIGH SCHOOL ADMINISTRATORS

When Ellis H. Holmes—California's first public high school Principal—retired in 1876, he was followed in office by the illustrious John Swett, (whose educational career has been sketched in an earlier number in this series). He served in this capacity until he resigned in July, 1889, (soon thereafter to be elected and to serve a term as City Superintendent of Schools). Of him at that time Superintendent J. W. Anderson wrote:

"It is not an exaggeration to say that no one ever connected with the schools of this city, or of this State, has had a more marked influence for the general progress of education in California than has had Mr. Swett."

Appointed the successor of John Swett as principal of Girls High was Mrs. Mary W. Kincaid who had been for a number of years past, the supervising teacher in charge of the city's teacher training class located at the Girls High building. It was reported that "fully half" of the graduates of Girls High studied in some teachers.

After two years—1889 to 1891—Mrs. Kincaid resigned. She was followed for six months on tempo-



DR. A. J. CLOUD

rary assignment by Frank Morton (of Boys High), until Elisha Brooks was elected to the principalship in July, 1892. Mr. Brooks, who had had long experience in school administration in the city's elementary division, continued as Principal at Girls High for twelve years when he retired and spent his last years at Ben Lomond in the Santa Cruz mountains.

## DESTRUCTION OF GIRLS HIGH BUILDING

On January 12, 1890, the Girls High building at the corner of Bush Street and Hyde was destroyed by fire. The classes were removed to a temporary location, where, according to Superintendent Anderson, they "pursued their labors with a commendable degree of success." One hundred four students merited diplomas of graduation that year.

## A NEW BUILDING FOR GIRLS HIGH

The Board of Education took steps without delay for selection of an advantageous site and for erection of a suitable building for accommodation of Girls High. A large lot on the east side of Scott Street between Geary and O'Farrell was purchased and a substantial brick building constructed thereon. The structure was completed by the middle of the year 1892 at a cost of \$106,000, with a capacity of 500 students. By 1893 enrollments had reached that fig-

ure; and, subsequently additions were made to the main building.

## THE "COGSWELL MISSION" HIGH SCHOOL

During two years from 1890-92, the Board of Education leased from Cogswell Polytechnical College its building on Twenty-sixth Street near Polson and established high school classes there, (for a part of the time classes from the Girls High after destruction of the building of that school). The Board paid a nominal rental charge, but assumed obligation for the operating expenses amounting to \$20,000 a year. This arrangement was terminated at the end of a two year period. During its several terms, this organization comprised a Principal and ten teachers, being on a par with Boys High and Girls High in that respect, and brought seventy students to graduation.

## THE MISSION HIGH SCHOOL

Reporting for the school year 1897-98, Superintendent R. H. Webster noted that the Mission High School had been "recently organized," and that it was "about to occupy a new structure on the corner of Dolores and Eighteenth Street"; observing further that the cost of this "structure"—a large three-story yellow brick building—was \$150,000.

Mr. Webster, a graduate of the University of California, '77, was reporting upon an accomplished fact, but the manner in which that result had been obtained is of more than ordinary interest. Actually, this new high school was the brain-child of Joseph O'Connor, then Principal of Horace Mann Grammar School at Twenty-second Street and Valencia where now stands the Valencia Mann Junior High School.

When the "Cogswell Mission" High was discontinued, Mr. O'Connor gained adherence to a plan by which he retained before graduation those Horace Mann Grammar pupils who were willing to enter upon high school courses under his direction. In that way, he formed the nucleus of an organization that grew into the first classes of Mission High School. Mr. O'Connor took office as Principal of the newly established high school and continued to serve ably in that capacity for some twenty years ahead.

## THE POLYTECHNIC HIGH SCHOOL

Towards the middle of the nineties, Walter N. Bush was transferred from the principalship of the Commercial High to undertake the formation and to serve as the administrative head of a new type secondary organization to which the name "Polytechnic High School" should be attached. The classes of this foundation were quartered in the Bush Street and Stockton building in which so many earlier schools had been housed.

In his 1877-8 report, Superintendent Webster noted that the Polytechnic staff consisted of a Principal and twelve teachers and that the enrollment had reached a figure of close to two hundred students. Besides the "general course" of three years duration in preparation for admission to the "Scientific College" at the University of California, he enumerated courses in manual training, ironwork, woodwork, freehand drawing, and architectural and mechanical drawing. He advocated erection of a new building for Polytechnic.

## THE BOYS HIGH—LOWELL HIGH

As heretofore observed (please refer to number 9 of this series) Boys High had become co-educational in 1888 though the enrollment of boys throughout many years ahead exceeded that of girls. In 1890, permanency was given to this radical departure from earlier policy when the name of the School was officially changed to "Lowell High School." I remember having heard the late lamented Dr. Monroe E. Deutsch, (Provost Emeritus of the University of California), remark that he went up to the Sutter building at the opening of the Fall term in 1894 intending to register at the "Boys" and found himself enrolled in the "Lowell."

Superintendent Webster, who had himself been a teacher at Boys High in 1886, in his 1897-8 report called for a new building for Lowell. The School, he declared, was housed in "a frame building, old and rather poorly equipped, ill-suited to the needs and dignity of a school of such eminent standing, and no credit to the educational center of this community." In contrast, he alluded to the Girls High as possessor of a "handsome, well-equipped brick building." It took close to fifteen years however, before Lowell secured a new building.

## THE TREND TOWARD HIGH SCHOOL EDUCATION

Superintendent Webster's estimate of the trend toward high school education is expressed in his 1897-8 Report in this language: "The courses of study in the high schools have been broadened year by year until they offer opportunities that rank them with the best in the United States." He declared them to be growing in popularity through "increasing the desire for an education of higher

(Continued on next page)

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## DR. A. J. CLOUD

(Continued from Page 8)

than that given by the common schools."

### A PANORAMIC VIEW

From 1880 to 1900, San Francisco's population had increased from 234,000 to 300,000. A panoramic view of a few of the notable persons, striking events, and unique customs of the period may now bring this contribution to a climax.

### STEVENSON, KIPLING, HENRY GEORGE

A granite shaft surmounted by a bronze carvel stands today in old Portsmouth Square. It is dedicated to the memory of Robert Louis Stevenson. The author, in feeble health, had spent many an hour in the quiet surroundings of the plaza while sojourning in the city.

Rudyard Kipling, better known as a literary artist in after years than then, lingered three weeks on a visit to the city and then, departing, wrote: "San Francisco has only one drawback. This hard to leave."

First as a journeyman printer and then as an editorial writer in San Francisco, Henry George, Sr., viewed the economic world about him in the "hard times" at the close of the 'seventies. His theories of social reform, labeled "single tax," took form in the publication of "Progress and Poverty."

### PATTI, EMMA NAVADA, LANGTRY

Adeline Patti, renowned prima donna, appeared in March, 1884, in recitals at the Grand Opera House on Mission Street near Third. Contemporary report averred that the town "went absolutely mad" over her "angelic voice."

Another opera singer who enchanted San Francisco audiences during these years was Emma Navada, highly favored as a native daughter of California. Theatre-goers of the times also applauded the performances of the English actress, Lillie Langtry, the beautiful "Jersey Lily."

### NEW BUILDINGS, CABLE CARS

The imposing Baldwin Hotel at the gore of Market Street and Powell, containing within its walls the glamorous Baldwin Theatre, (with its fifty-cent gallery), was built during this period. The first Ferry Building at the foot of Market, boasting a clock tower and presiding as a port of entry to the city, was completed in 1877 to be superseded by the present-day Ferry Building in 1895. The Academy of Sciences was located on Market near today's Emporium. The Mechanics' Institute in 1881 established its "Pavilion" on the block of land now covered by the Civic Auditorium.

Cable car operation reached its height in these years. By 1890,

eight major cable car systems, privately owned and managed, carried passengers hither and yon. But, by 1894, the first electric trolley cars were entering upon the scene.

### CUSTOMS

This was the age of the hackney-coach, or "hack" as commonly known, with uniformed driver on call, (predecessor of the taxicab and its driver of today.) High silk ("plug") hats, "high-button shoes, canes, jeweled stickpins, ostrich-feathered fans, formed some parts of the adornment of man or woman, while baywindows lent architectural dignity to the residences of the well-to-do.

### THE NATIONAL EDUCATION ASSOCIATION

The most memorable event in educational circles occurring during this period was the convention of the National Education Association in San Francisco in 1888. It was the first time that the great professional organization of teachers, had met on the Pacific Coast; nor was the Association to find it possible again to hold sessions in San Francisco until nearly a quarter of a century had passed, (1911). State and local governmental officials of the highest rank, aided by a strong committee of San Francisco educators, joined in welcome to the eight thousand Teachers in attendance. Speaking of the success of the convention, Superintendent J. W. Anderson said:

"San Francisco and the State fully maintained the reputation for hospitality and good cheer which has heretofore characterized them."

(To be continued)

## SP-UNITED AIR LINES SET UP FIRST TICKET PARTNERSHIP

A precedent in partnerships began October 1.

It's an arrangement between Southern Pacific and United Air Lines, whereby SP will sell United Air Lines tickets. Its first such example of railroad-airline cooperation in the country.

The agreement was announced jointly by Claude E. Peterson, SP's vice president for system passenger traffic—public relations, and R. E. Johnson, vice president and assistant to the president for UAL.

### A REAL MILESTONE

Johnson said the new relationship between two major companies in different fields of transportation "represents a real milestone in the transportation field."

Airline tickets will be sold in about 130 railroad tickets offices in California, Nevada and Oregon where United has no office or representation. They won't be sold at SP offices in larger cities. Flight information, as well as reservations and tickets, will be provided by the railroad stations, linked with central reservation bureaus in Ft. Francisco, Los Angeles and Portland.

"SP always has provided travelers with information and service on trains, buses, steamships, sightseeing tours, resorts and hotels," said Peterson, "Now we are pleased to add air travel to this list."

He added, "We think it is a good example of broadminded cooperation between two forms of transportation to better serve the public interest."

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## Flexibility in State Water Plan Is Urged By PG&E

The California Water Plan will better serve the people of the state as a broad, flexible and long-range guide for development rather than as a rigid directive, an officer of the Pacific Gas and Electric Company said recently.

Walter Dreyer, vice president and chief engineer of PG&E, made the statement at a hearing in Sacramento on the CWP conducted jointly by the State Department of Water Resources and the State Water Board. He complimented the various state officials and agencies for preparing a plan "probably without precedent in scope" which he said "translates an inventory of available water and an inventory of water requirements into an inventory of possible projects."

"The necessity for flexibility in future planning is well demonstrated by the record of past plans," Dreyer said. He called the State Water Plan of 1930 the best example of this.

"It was well conceived and provided a sound basis for the plans which finally evolved," Dreyer said. "However, very few in any of the proposed features were actually constructed of the size and capacity recommended in the 1930 plan."

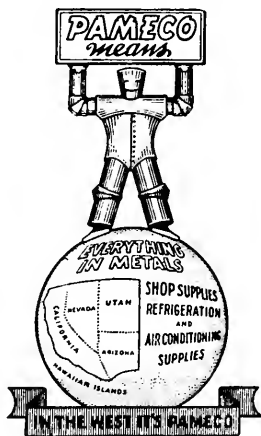
The PG&E official called attention to water and power projects currently under construction or in the planning stage by various public and private agencies. He said that reservoir and hydroelectric capacities of these projects in the Central Valley Basin alone will more than double the existing capacities of the basin.

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*To protect an irreplaceable natural resource from too early depletion*

# VOTE YES ON 4

## THE OIL CONSERVATION ACT

California's oil industry is an important tax factor to virtually every city and county government in the State. In the last fiscal year, the oil industry paid \$119,204,357 in ad valorem tax payments to the State's 58 counties—more than a million dollars to San Francisco alone.

Under Proposition 4, twice the present total amount of ad valorem taxes paid by the oil industry to local government is assured through the years because

Passage of Proposition 4 means the productive life of California's oil fields can be extended by more than one hundred per cent.

FOR CONSERVATION OF AN IRREPLACEABLE RESOURCE  
FOR FUTURE PROSPERITY

# VOTE YES ON 4

Citizens Conservation Committee for Proposition 4

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Drayage, Storage, Vacuum Fumigation  
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PARKING SPACE FOR 150 CARS  
Located Across From Civic Auditorium

We Give  
*2-3-4*  
Green Stamps

TIRES — BATTERIES — ACCESSORIES  
No Down Payment — Up to 6 Mos. to Pay

### POLK & HAYES SERVICE

"Open 7 A.M. to 12 P.M."

We Give  
*2-3-4*  
Green Stamps

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— Funeral Directors —

With Over 60 Years of Distinctive Service

Two Modern Funeral Homes Centrally Located

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Near Columbus Ave. — Phone DOuglas 2-0627

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Complete Chicken Dinner

**\$2.00**

- Open every day
- Free parking

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Steamship Agents

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The Finest In Food  
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Lunches Daily - Closed Mondays

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## MONTEBELLO WINE CO. OF CALIFORNIA

Producers of and Dealers in Choice California Wines

WINERY — ST. HELENA, NAPA COUNTY  
Office: 2505 BRYANT STREET, SAN FRANCISCO

## Christopher Sets Femme Trend . . .

# Patricia Connich First Woman Appointed Confidential Secretary to the Mayor; Margaret Smith Upped to "Pat's" Post

Comely Patricia "Pat" O'Brien Connich, actively engaged in Republican politics the past 15 years, on Oct. 1 was elevated from personal to confidential secretary to Mayor George Christopher. She succeeds Sidney Harrington Kessler, who had held the post since last January. Kessler resigned to enter the public relations field.

"Pat" is the first woman to be appointed to so high and responsible a post in the history of the city. As one close to the mayor said, "The mayor has set a precedent in placing women with the right kind of qualifications in high political positions."



**PATRICIA CONNICH**  
In GOP Politics 15 Years

"Pat" in private life is Mrs. Antone Connich. She is the mother of three children. Versatile, vivacious and one of the most popular female figures in politics in city and state, "Pat," is former vice-chairman of the State Republican Central Committee and vice-chairman for the eleven Western states. She was one of the chief figures during Christopher's mayoralty campaign.

## HIGHLY ELATED

She was highly elated when Mayor Christopher elevated her as his confidential secretary. "I am very happy over my promotion," she said. "I expect to do all in my power to please the mayor and help him in every way possible to lighten some of his many responsible duties he has on his shoulders."

Another woman, of sound background and positive personal and practical know-how, Margaret Smith, has been selected by the mayor to succeed Mrs. O'Brien as his personal secretary. Mrs. Smith

was former secretary to Eugene Riordan, director of the Redevelopment Agency. She was secretary of the mayors campaign headquarters.

Charming, courteous and personable, Mrs. Smith was no little surprised with her appointment by the mayor. Political pundits a City Hall say the mayor made "an excellent choice."

## DUCKS

California hunters bagged 3,289,000 ducks during the 1955 season, reports the National Automobile Club. This bag was down 5.9 per cent from 1954 largely because of the flood in the Sacramento Valley.

## thoughtfulness and perfect service

...at reasonable prices

Because of these and other conveniences, more families choose Halsted & Co. than any other funeral director in San Francisco.

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## LUNDY I. TAYLOR

Union Oil Dealer

LINCOLN WAY at LA PLAYA  
San Francisco, Calif. MO 4-4600

Tires • Batteries • Accessories

# 49 MILE SCENIC DRIVE

**TWO HUNDRED NEW SIGNS** charting the route of the world famous 49 Mile Scenic Drive have recently been erected and are now guiding the thousands of visitors who view with delight San Francisco's scenic wonders easily reached by this carefully planned tour.

The Down Town Association, for the benefit of visitors to San Francisco, established the Drive in 1939. It covers the important scenic landmarks of San Francisco, including the city's business and financial district; the sections that are famous for being "quaint and old world"; the sections that are spectacular, strikingly modern and "new world"; and the sections that are purely and beautifully scenic.

The new sign (shown on the map) is of a distinctly modern design and lends itself to the San Francisco atmosphere. It has a blue background, with a white seagull and orange-red letters. The unusual type of design will make a lasting impression on the motorists and visitors.

Since its establishment the drive has received national recognition. Requests for the descriptive map which number about three million copies to date, are received from the far corners of the earth. Leading organizations who are planning to hold conventions in San Francisco request information about the drive which is sent to delegates in advance.

The following descriptive paragraphs will highlight, this most interesting and delightful trip:

## TOMLINSON DIES AT 74

Owen A. Tomlinson, regional director of the National Park Service here from 1941 to 1950, died recently at his home here.

Mr. Tomlinson, a native of Whitestone, Ind., was 74 years of age. He passed away after a long illness.

Mr. Tomlinson was a member of the Commonwealth and Sierra clubs, the American Planning and Civic Association, the Scottish Rite, the Spanish-American War Veterans, and the Northwest Conservation League.

He is survived by his widow, Laurine, and three sons, William, Owen Jr., and Robert.

## VEHICLES ENTERING CALIFORNIA

A total of 572,043 automobiles, trucks, and buses entered California during August of this year, according to the National Automobile Club. This figure represented an increase of 72,443 over the number of vehicles that entered California in August, 1955.

## PARTS AND TIRES

More than 893,995 people are employed in motor vehicle parts and tire manufacture in the United States, reports the National Automobile Club.



**ROY N. BUELL**

President of Downtown Assn.

(Editor's Note: The interesting map was run in the August edition of The CITY-COUNTY RECORD.)

## JET FUEL

Peacetime military jet fuel requirements for the current year have been estimated at 10 million gallons per day, according to the National Automobile Club.

## CONVERTIBLE HARDTOPS

Convertible hardtops may soon be available to car buyers, according to the National Automobile Club. At least two manufacturers are working with models that have retractable steel tops.

## SEEFELDT BROS. TEXACO SERVICE

2190 - 3rd STREET  
Underhill 1-9126  
San Francisco, Calif.  
The Best Friend  
Your Car Has Ever Had

## TOM'S SERVICE

Lubrication • Washing • Accessories  
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FINEST OF GROCERIES  
"At the Right Price"

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At Cor. Naples San Francisco 12

## S&W FINE FOODS OPENS \$2,500,000 NEW PLANT AS ITS HEADQUARTERS

**B**OTH a monument to the proud accomplishment of the Company's sixty years in the food industry and a harbinger of an era of even greater progress, the magnificent new international headquarters of S&W Fine Foods, Inc. was formally opened recently.

On an eleven-acre site at the southern boundary of San Francisco, the \$2,500,000 plant includes a handsome two-story administration building of functional Western design and a vast 240,000 square foot warehouse with the ultimate in mechanized handling equipment.

At the north end of the warehouse is a coffee plant of outstanding design incorporating efficient new techniques of automation made possible by recent developments in control instrumentation.

A brief ribbon cutting ceremony for the press marked the opening festivities recently with representatives of newspapers, periodicals, radio and television in attendance. Speakers included Adrien J. Falk, who retired recently as S&W president; Joseph Blumlein, newly-elected president; and honored guests Attorney General Edmund G. (Pat) Brown, representing the State of California, and Mayor George Christopher, representing the City and County of San Francisco.

### NEW BUILDINGS FOR ALL DIVISIONS

The formal opening marks the culmination of the company's extensive building and modernization program started nine years ago. All divisions are now operating in functional efficient offices and warehouses constructed since World War II.

"On this eleven-acre tract we have built what is the last word in facilities for grocery manufacture and distribution," Mr. Falk told the press. "From here we serve all Northern California, Nevada, a section of the Mountain States and our important overseas trade."

"It is a far cry from our humble beginning sixty years ago and ample evidence of confidence in our mission in the food industry and in the continued growth and prosperity of the nation," he added.

Mr. Blumlein said the new centrally located facilities are ideally situated to enable S&W to serve effectively and efficiently the rapidly expanding Northern California market. "This area has a limitless future," he said, "and we are pleased to say we are now geared to grow with it."

"S&W is likewise looking ahead with confidence to an increasingly important role in contributing to the ever-improving American standard of living," Mr. Blumlein continued.

He said that he shares the enthusiasm of S&W's employees for their beautiful new plant. "It is particularly gratifying that we can provide our loyal and able associates with such a pleasant environment in which to pursue our continuing efforts."

The company took full occupancy of the plant upon completion recently of the administration building. However, the warehouse, which consolidates the S&W and Equitable Cash Grocery division stocks for San Francisco and the former Berkeley warehouse, has been

in operation since last December.

It required an estimated one thousand van loads to move the merchandise, a move that was accomplished in ten days.

Taking office as the fourth president of S&W Fine Foods, Inc., Joseph Blumlein is the company's youngest chief executive vice president of the firm since 1946 and a director since 1940.

He is the nephew of the late president, Jacob Blumlein, and the son of Emil Blumlein, a vice president of the firm at the time of his death in 1940. His father was largely responsible for the development of S&W's extensive overseas business.

Joseph Blumlein joined the sales department of S&W in 1933 following his graduation with honors from Stanford University where he was a Phi Beta Kappa. He served two years as assistant manager of the coffee department and five years as manager of the export department.

### EXPANSION OF EXPORT MARKETS

In recent years his travels abroad for the company throughout Europe, the Far East and Latin America have been a big factor in the expansion of S&W's export markets.

During World War II, he served four years with the office of the Quartermaster General, United States Army.

He is now a vice president and director of the Distributors Association of Northern California; a director and treasurer of the Community Chest of San Francisco, a governor of the National-American Wholesale Grocers Association; a director of Mount Zion Hospital, San Francisco, and a governor of the Northern California chapter of the Quartermaster Association.

He served previously as a member of the domestic trade committee of the San Francisco Chamber of Commerce and co-chairman of the study committee for Jewish Community Planning.

Mr. Blumlein is also president of the Federation of Jewish Charities of San Francisco and is a member of the Concordia-Argonaut Club and the California Tennis Club.

Born in San Francisco on September 3, 1912, he is married to the former Jean Seeman Ellis. They have two daughters, Ann Claire and Carol Joan.

He attended Madison elementary school and Lowell High School in San Francisco.

The new S&W president was introduced to the food industry during his school days with part-time employment as a retail grocery clerk and later as a cannery worker.

Mr. Falk retired April 30 after being associated with the firm some 51 years. Joseph Mittel is vice-president and general manager of S&W.

On September 30 the firm launched its new advertising program, including TV, in eleven Western states.



**HONOR FOR COMPANY**—Gathered in the board room of the administration building following presentation to S&W of the first Award of Progress by the San Francisco Chamber of Commerce are officers of the Chamber and the Company. Left to right: William F. McGowan, chairman of the Chamber's business center development committee; Samuel A. Ranzoni, vice president; Joseph Blumlein, president; Chamber President Edmund W. Littlefield; Joseph Mittel, vice president and general manager; Frank A. Beeton, secretary and controller; and Selwyn Eddy, chairman of the Chamber's domestic trade committee. The award honors San Francisco firms creating permanent new employment in their building and expansion programs and whose building enhances their community area.



ADRIAN J. FALK

Retired President of S&W Fine Foods

Telephone SUtter 1-9625

## 527 CLUB

Bar and Restaurant

Domestic and Imported Liquor

Pabst on Tap

Joe Fuchslin - Carl Reichmuth

Proprietors

527 BRYANT STREET

San Francisco, California

Sees Bigger San Francisco . . .

## From Poor Irish Immigrant Lad to Successful Lawyer, Story of Michael Riordan

By LUCILE ERSKINE

**WHEN MICHAEL RIORDAN** left Ireland, like many other immigrants, he figured he'd find the streets of America paved with gold and the sidewalks inlaid with mosaics.

But this bright picture left the young and ambitious Mike a figure of despair and gloom when he stepped off the boat on April 17, 1907, almost a year after the big San Francisco earthquake and fire.

Standing at the foot of Market Street, his eyes beheld a skeleton of a once flourishing city. The earthquake and fire had left its devastating ruin.

"I'll never forget that sad panorama," Riordan reminisced. "A city wrecked. Not a whole building standing anywhere—just a fire-scarred wall here and there. I said to myself 'Am I to enter this ruined city to make my home? To make my livelihood?'"

He came to California poor in material wealth but rich in ambition, perseverance and an unquenchable desire "to make good." That he did!

Now he predicts that San Francisco in the near future "will stretch as far as Salinas. And people living outside of California will wonder why they didn't foresee the opportunities San Francisco had to offer them in 1906."

Riordan is in his sixties, but his lively eyes back of their spectacles belie his age. Under a mixture of dark and gray hair there is a thin, refined face. He is of medium height; stocky but not stout.

He came a poor boy to our shores but he was rich in mental brilliance. For in the National School in County Kerry, he had advanced to the post of Monitor. That meant he was in line for a scholarship that would take him to the University of Ireland in Dublin.

But Fate decreed his destination was not to be Dublin but San Francisco.

A letter came to the farm in County Kerry from his uncle who operated a grocery store here on Crescent Street. He offered his nephew Mike a home, a job and the opportunity that was America.

### HIRE TUTOR

With the first money he earned as a clerk in the grocery store, young Riordan hired a tutor so he could continue the study of Latin. His evenings were spent with this teacher and a book under a coal-oil lamp. And that is typical of how he had spent most of the evenings of his life—with a book to study under a lamp. He has a scholar's knowledge of the history



ATTORNEY MIKE RIORDAN  
Found San Francisco His  
Cradle of Gold

of Ireland and its literature. Gaelic, Ireland's native language, he speaks and writes.

The year 1913 found him wearing the dark blue police uniform and walking a beat from midnight to 8 A.M. But when his relief time came, it didn't find him in bed catching some needed sleep. Instead, sharply at nine every morning, he was at his desk in the Chicago Business School here. There he studied shorthand and typing. His fellow policemen laughed at him for doing this and said, "Why should a 'cop' know shorthand?" But it made him secretary to the then chief of police, and so his administrative work for the police force began.

### MADE POLICE CHIEF

Via a stiff Civil Service examinations, he advanced from sergeant to lieutenant, then up to captain and deputy chief. His last promotion took him to the top: Chief of Police of San Francisco.

"Then," and he laughed as if he were about to tell me a good joke "I was fired!"

But fortunately he was already a successful attorney. For four years from 1917 to 1921, he had

studied law at night at Old St. Ignatius Law School. In Constitutional Law he made 100 percent. How did he get the time to study? As usual—stole it from his sleep.

Meanwhile he had married pretty Molly Mahoney (she is still pretty). Of his four children, his eldest Kay, had arrived. The little family lived on Park Street in the Mission.

"About ten o'clock at night," he remembered, "when the house would be quiet and Molly with little Kay were asleep, I would open my law book under a lamp and I kept at it until I heard the bells of St. Mary's Hospital at 6:30 in the morning."

### CHEATS SLEEP

"But hasn't nature punished you?" I asked him, "for cheating her of sleep?"

"Yes she has. For today I have a nervous stomach." But he didn't sigh over it. Instead, he smiled. For humor is as integral a part of him as are his books.

Now he lives in a luxurious Spanish house on Laguna Honda. For the immigrant boy has become a rich man. His four children have been brilliantly educated at the University of San Francisco. Edward the youngest is in his concluding year there and then goes into journalism. John, a young attorney, is with his father's firm. He has had some extra cultural years at the University of Madrid. Kay is now Mrs. Kenneth F. Thomson, and is one of the secretaries of the law firm, Patricia, formerly a teacher, married Charles N. Penny, a young civil engineer. At present they are living in Utah.

### HELPED MANY

The hard early years of Michael Riordan's life seem only to have deepened the milk of human kindness in his nature. For the people that he has helped would make a line too long to count. And for the city that gave him his start and his success, he in turn, gives his time, energy and thought to any project that will advance her.

"I have never," he told me, "been discriminated against because I was a foreigner or for being a Catholic. We Irish Catholics are supposed to go into a voting booth like sheep and vote as directed by a corrupt head politician. That 'bogie' was laid low when the Irish Catholics of San Francisco went into a voting booth as Americans, and with their strong majority helped to seat George Christy in the Mayor's chair at the City Hall. And he is making an ideal mayor. Besides being honest, he is intelligent and hard working.

George too knew lean early years. For at fourteen he had to become a working man. Yet in spite of this handicap to his education, he studied fourteen years at

night school and obtained a degree in accounting. He loves San Francisco for giving him his chance. And now as mayor, he is serving her and her alone. Yes—she has a devoted son in him."

Of Mike Riordan it might be said San Francisco has another devoted son.

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*famous for*  
**SEAFOOD and STEAKS**  
*"Lunch and Dinner"*  
 Panoramic Waterfront View  
**SEA WOLF**  
 Ted Ince, Mgr. JACK LONDON SQUARE  
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*Lee Lee's at the Hammond Organ*

*When you're cruising the Bay you can tie up at the Sea Wolf dock and enjoy a fine dinner or some of our famous cocktails.*

### Bob Feder's UNION OIL STATION

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### HERMAN'S UNION SERVICE

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### ED'S FLYING "A" SERVICE

2400 Noriega Street MO. 4-8000  
 SAN FRANCISCO

## WHIT HENRY

(Continued from Page 3)

to sell it to the wealthy miner. Lindblom started the hotel building immediately and completed it in 1914, in time for the 1915 San Francisco Exposition, which guaranteed him a good year.

Several years later Mr. and Mrs. Claude Gillum acquired the property, into which they put a fortune, virtually rebuilding the hotel from the ground up, and refurbishing it entirely. It was under their direction that a fire resistant roof, an automatic sprinkler system, a high pressure water system and an enclosed fire escape chute (which is smoke-proof and water-cooled) were installed.

The present management of the hotel assumed its direction in 1954 and began an extensive program of continued improvements which is still underway. Within walking distance is the University of California, and on the hotel grounds is located the famous Berkeley Tennis Club where such champions as Helen Wills, Helen Jacobs and Don Budge, among others, played. Electric trains and buses have their terminals located on the grounds. By car or train, the Claremont Hotel is less than 30 minutes from downtown San Francisco.

The Claremont Hotel reigns over 20 beautifully landscaped acres, and from its windows can be seen the complete expanse of San Francisco Bay, the world famed bridges, and the glimmering skyline of the City of San Francisco. Many world famous band leaders have directed their orchestras within the portals of the Claremont Hotel.

I am indebted to Murray Lehr, managing director, for the foregoing history of the Claremont Hotel. Thank you, Mr. Lehr.

\* \* \*

There are certain questions that seemingly baffle science as well as me.

Here is one of them: Why do TV announcers give their conGRADulations to contest winners? They are supposed to speak impeccable English, and spend their waking moments learning correct enunciation, and proper pronunciation.

If any TV or radio announcer reads this, here is the correct spelling of a word whose definition is: "an expression of sympathetic pleasure." C-O-N-G-R-A-T-U-L-A-T-I-O-N.

\* \* \*

Time slips by but soon it will again be Barber Shop Harmony time.

## Bert's Richfield Service

Tires - Lubrication - Accessories

1298 OCEAN AVENUE

JU. 5-9955 San Francisco 12

S & H Green Stamps

## Attorney Eyman Named Head of Dystrophy Chapter In S. F.

Andrew Jackson Eyman, prominent San Francisco attorney, recently was named president of the San Francisco Chapter of the Muscular Dystrophy Associations of America, Inc.

On behalf of this chapter, Mr. Eyman presented a check for \$13,000 to Dr. Laurens P. White of Stanford University Hospital for research.



ATTORNEY A. J. EYMAN  
 Pitches in for a Worthy Cause . . .

Dr. White declared, "We want every child afflicted with this disease, once called creeping paralysis, of which there is as yet no cure, to come for free treatment to the Dystrophy Clinic at the Children's Hospital in San Francisco."

The Muscular Dystrophy Associations of America Inc. are six years old. Crippled children get physical therapy, wheel chairs and are provided with transportation to special schools and recreation centers.

Joseph W. Burke is in charge of the San Francisco office at 190 Gough Street.

**H & D**  
 Co-Operative Delivery  
 41 TEHAMA STREET  
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 17 Brenham Place YUkon 2-0719  
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- OLDSMOBILE -**

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BEAUTY SUPPLY**

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# CITY-COUNTY RECORD

Vol. 23 — No. 11  
NOVEMBER, 1956

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OUR TWENTY-FOURTH YEAR OF CONTINUOUS SERVICE

THE MAGAZINE OF GOOD GOVERNMENT



**SAN FRANCISCO INTERNATIONAL AIRPORT**

(See story on Page 3)

More than 3,000,000 passengers passed through airport last year; 10,000,000 expected annually by 1972.

## Returns to Newspaper Field . . .

## Justus Craemer Retires After 18 Years Member of Public Utilities Commission

**JUSTUS F. CRAEMER**, stepped out of the political picture November 1, after serving eighteen years as a member of the California Public Utilities Commission.

Although in vigorous health, and still full of "vim and vigour," the picturesque commissioner was forced to relinquish his post due to the mandatory retirement law which requires that a man take it easy and repair to the "Green Pastures" at the age of 70. However, it was learned that Craemer will devote most of his future time to newspaper work.

Commissioner Craemer was first appointed to the commission in 1939 by the late Governor Frank F. Merriam, and was twice re-appointed by former Governor Earl Warren.

Craemer was born at Fort Dodge, Iowa, son of a Lutheran minister. He came to California in 1907. He was educated in the Fort Dodge schools and attended the University of California. He married Agnes M. Fitzsimmons, January 6, 1915. The Craemers have a son, Justus J. (Jack) Craemer, managing editor of the San Rafael (California) Independent Journal of which he is publisher, and a daughter, Mrs. Barbara M. Ashley. There are five grandchildren.

From 1909 to 1946 Craemer was co-owner of The Orange (California) Daily News, and at one time headed the California Newspaper Publishers Association, National Editorial Association and the California Press Association.

### GETS SILVER MEDAL

Gov. Knight presented Craemer with a silver medal at the recent California State Fair for "long and excellent service to the State." The presentation was made on "Press and Radio Day."

In 1934 Craemer served as private secretary to Governor Merriam. Other posts he held in the past: assistant director of the California State Department of Public Works, Building and Loan Commissioner of California; chairman of the Mountain Pacific States Conference of Public Service Commissions and president of the Railroad and Utilities Commissioners.

In 1942 he held the post of president of the California Public Utilities Commission.

In the past he served as director of the First National Bank of Orange, Calif., of the Federal Finance Company of Santa Ana, California, the Orange Building and Loan Association of Orange, California, and of the California State Chamber of Commerce.



**JUSTUS F. CRAEMER**  
Retired Member, State P.U.C.

From 1936-'38, Craemer served as chairman of the Republican State Central Committee.

His social and service affiliations include the Rotary Club of Orange, Calif., Press & Union League Club and Pacific Railway Club both of San Francisco; the Jonathan Club of Los Angeles, the Family Club and Commonwealth Club both of this city.

## Capt Otto Meyer Lauded At Testimonial Dinner; Retires after 32 Years

Although he issued thousands of traffic tags, Police Traffic Director Otto Meyer, who retired last September 16, feels he still has a myriad of friends in the Bay Area.

Some 150 turned out recently in the dining room of the Elks Club and honored him at a testimonial dinner.

Speakers, including top brass in the Police Department, lauded him for his thirty-two years of service. Many referred to the veteran police officers as "a nice guy."

Among the many gifts presented to the retiring captain were a gold police star and a portable TV set.

Capt. Meyer had been traffic director for his last three years of his long service.

California's production of tungsten concentrates was 3,000 short tons in 1954, valued at \$11,360,000.

## PLANT PROTECTION COMMITTEE San Francisco Disaster Council and Corps

**THE PLANT PROTECTION COMMITTEE** of the San Francisco Disaster Council and Corps is headed by Battalion Chief Joseph P. Daly, San Francisco Fire Department.

The committee is the Civil Defense advisory agent for industrial, commercial and institutional establishments which wish to set up their protection of personnel and property against the damages of major disaster.

The committee also designates public air raid shelters. Under Chief Daly, more than 1,000 facilities housing some 250,000 workers have been inspected and guided.

The plant protection committee members and their responsibilities are as follows:

One Battalion Chief of the Fire

Department in charge of Fire Safety, structural features, fire training.

One Inspector of Police from the Police Department who conducts courses in Security Procedures, Traffic and Crowd Control, Radiological, Biological, Chemical and Psychological Defense. He also advises on problems falling within these categories.

## Franklin Savings & Loan Adds 4,000 Square Feet To Its Market St. Site

Increased business has made it necessary to add 4,000 square feet to the ground-floor Market Street frontage of the Franklin Savings and Loan Association, Eighth Street at the corner of Market.

The firm moved into its enlarged quarters the middle of last month. F. E. Rathjens, president of the association, said:

"Continuing development of the Civic Center area has confirmed the soundness of our move to that sector early in 1954," adding: "California's oldest savings-loan association, Franklin Savings, expects to participate fully in the expansion of that area as a retail financial and governmental section."

## CAPT. HUTSON ASSUMES PORT OF S.F. DUTIES

U.S. Coast Guard Captain John J. Hutson, Jr., has assumed duties as captain of the Port of San Francisco. Coming from Long Beach, homeport of the Cutter PONCHARTRAIN which he commanded, he relieved Lieutenant David F. Lauth, USCG, who had acted as captain of the Port since June.

In the key capacity, Captain Hutson is responsible for maintaining this port's security. He issues permits to handle dangerous cargoes; supervises the transferring of explosives and controls the movements of merchant vessels within the port area.

## FIRE CHIEF NAMED

James J. Sweeney Jr., Oakland fire chief, has been named to the State fire advisory board by Governor Knight.

## Veteran Water Department Employees Praised at Fete

Miss Alice Garrett, 64, and Eugene A. Daley, 70, were lavished with warm praise by their fellow-workers and friends recently at a retirement dinner held at Rickey's Red Chimney in Stonestown. Each had served many years with the San Francisco Water Department. Miss Garrett started with the old Spring Valley Water Company in August, 1906, while Mr. Daley first worked for the department in 1933 as a bookkeeper. His last post was Water Sales Special Collector.

## Salvation Army Finds 25 Missing Persons

Twenty-five persons were located recently by the "Missing Persons" Department of the Salvation Army.

Lieutenant Colonel Pauline Eberhart, director of the San Francisco branch of the world-wide service, indicated that a percentage of those "turned-up" by Salvation Army workers, would have preferred to remain AWOL. She termed the organization's persistent methods of finding missing persons as "relentless" regardless of conditions or reasons.

"Our work in helping to adjust causes which have led to attempted escape from reality, begins when the missing individual is brought back to his family and social circle."

The Salvation Army operates in 85 countries and colonies. All centers and personnel are posted with Missing Persons bulletins which, in the words of Colonel Eberhart, "somewhat limits the would-be vanishing American as to safe grounds for anonymity."

The Organization also carries picture and descriptive bulletins in its International publications, the "War Cry."

"Gateway City" of Air Transportation . . .

# . . . San Francisco's Famous Airport . . .

## \$50,000,000 TERMINAL ONE OF FINEST IN THE WORLD

### \$25,000,000 Needed to Handle Jet Airliners

By WILLIAM FLYNN, Record Staff Writer

**VOTERS OF SAN FRANCISCO, November 6** will make more than one decision when they pull the levers of the voting machine.

They will make their contribution toward the election of a President, a vice president, a United States Senator, and participate in the determination of the fate of numerous state propositions including controversial No. Four, the oil measure.

But one Proposition on the ballot is solely the concern of the citizens of San Francisco for they have the complete decision to make whether the measure is adopted and put into effect.

This is Proposition B. It would provide for a \$25,000,000 bond issue for the improvement of San Francisco International Airport.

Already the citizens of San Francisco have invested more than \$50,000,000 in the terminal that is considered one of the finest in the world and one which has injected dollars into the blood stream of the community's economic life.

The additional investment that has been recommended to the voters by the Municipal Administration is needed, according to the authorities, to equip the airport so it can handle the equipment of the next age of commercial aviation—the jet airliners that already are rolling out of the factories.

#### DOUBLE SPEED

These planes, which will more than double the cruising speed of the propeller driven aircraft now operated by the airlines, will be in service before the end of the decade.

Their operators, both domestic and international carriers, will fly them where there are adequate facilities for their ground handling; particularly for the handling of the passengers who will fly in the planes on oceanic and trans-continental journeys.

Historically, San Francisco has been the "Gateway City" of air transportation on the Pacific Coast. This is particularly true in the case of trans-Pacific travel.

This preference was caused by the fact that San Francisco is the western most major city, centrally located, on the North American continent. It was more economical

for the airline operators to land at San Francisco and then take off for Honolulu than it was for them to have their operations from Los Angeles or Portland or Seattle.

But the development of planes, with greater reliability and range and operating efficiency, gradually made this fact more and more insignificant.

Now the most modern propeller driven aircraft operate from Los Angeles, Portland, and Seattle as well as San Francisco.



FREDERIC B. BUTLER

Manager, San Francisco Airport

Consequently, San Francisco must provide something more than mere geographic location to secure the most important airline business, the operational activities associated with major bases.

To do this San Francisco must provide the required ground facilities that include not only long runways but also the terminals



AERIAL VIEW of airport showing the 3,716 acres of land where airlines expect to place jet planes in operation early in 1959.

that can handle the multi-million a year stream of passengers.

Since its establishment in 1926, San Francisco International Airport has kept pace with the developments of commercial aviation through the wisdom of its citizens in investing in the future of a new industry.

The airport, with its towering administration building and its miles of major runways, has been accommodated to the planes so far constructed. The race to keep the ground facilities equal to the task of handling the increasing number of passengers has been a losing one—the number of passengers increases beyond expectations.

Were it not for the development of the jet transports—born more than 15 years ago when the British developed the first practical jet engine—the Airport would be adequate for years to come with but minor alterations.

But the technological achievements of the last decade in adapting the jet engine to commercial

use have been so swift that the Airport will be inadequate unless major construction is authorized by the voters at the November 6 election.

This expansion must be undertaken immediately—or other cities will reap the dividends of the coming jet age. As an example of their readiness to take advantage of this opportunity is the fact that the voters of Los Angeles have approved a \$59,700,000 bond issue for the improvement of Los Angeles International Airport.

This means that Los Angeles, here-to-fore in second place in the race for airport business and air carriers on the Pacific Coast, is prepared—with money—to take advantage of the "jet age."

It is interesting to note that one of the promotional brochures issued by the Los Angeles Airport authorities contains this statement:

"Either Los Angeles or San Francisco will be the global air terminal of the West Coast. To—  
(Continued on next page)"

## S. F. AIRPORT

(Continued from Page 3)

day San Francisco has better airport facilities."

The statement is true when the facts of the moment are considered. But it will not be true if San Francisco voters fail to pass the November 6 bond issue—Proposition B—and leave the airport administration penniless while Los Angeles has \$59,700,000 to spend.

This investment will not be throwing money down the drain. It will be a profitable investment that will pay dividends. An official brochure by the San Francisco Public Utilities Commission reports:

"Project airport earnings derived from airlines, industrial users of airport space, and concessionaires indicate that revenues from 1957 through 1972 will not only pay all operating costs including bond interest and bond retirement, but will show a profit to the taxpayers of more than \$13,500,000.

### 10,000,000 PASSENGERS

"It is anticipated that 10,000,000 passengers will utilize the facilities annually by 1972.

"The tentative financial program indicates a moderate deficit due to the loading of requirements on both existing and proposed bond issues during the first three years following the sale of the proposed bonds.

"By 1961-1962, however, the accumulated deficit will be offset by profits and the net profit to taxpayers above mentioned will commence to be realized."

The case for this airport bond issue, Proposition B on the ballot, has been summed up by O. Kenneth Pryor, vice chairman, Aviation Section of the Public Affairs Department of the San Francisco Chamber of Commerce.

He said:

"During 1955 more than 3 million passengers passed through the San Francisco International Airport. This is double the number who used the airport in 1950, only five years ago.

"In that same period the pounds of freight and air mail handled made a similar gain, and the number of commercial airplane arrivals and departures increased from 82,000 to 136,000, or 372 each day, an average of one every four minutes, day and night.

"And this does not include 75,000 movements of corporate, military and other aircraft.

"Within the boundaries of the airport property there are presently more than 10,000 people employed with an annual payroll of almost \$60,000,000, including city and airport employees.

"The airport property consists of 3,716 acres. Of these, 1,129 acres are up to grade, 720 acres

are land below grade, and 1,251 acres, exclusive principally of the seaplane channel and seaplane harbor, are airport lands under water, tidelands.

"It is estimated that the average depth of fill required in the tidelands area is about eighteen feet. There are approximately sixteen million square feet of pavement in the airport area.

"The airlines expect to place jet airplanes in operation early in 1959. These planes will weigh twice as much as the largest passenger planes of today.

### 575 MILES AN HOUR

"They will fly at 575 miles per hour as compared with 360 for the fastest passenger planes now in operation. A conservative projection of passenger traffic through the San Francisco airport indicates an increase of 100 per cent during the next four years.

"The critical need for the expansion of our airport facilities is apparent when we realize that the present facilities will not be able to handle the project traffic after 1957.

"In fact, if we do not go forward now with the extension of the runways, terminal and related facilities, we will not be ready for the jets when they come to the rest of the world.

"We have run out of time.

"Any delay would be disastrous to the economy and development of San Francisco.

### AWARE OF URGENCY

"Fortunately, the City and airport administrations and the aviation industry are aware of the urgency of the situation.

"It is anticipated that the citizens will approve a bond issue to provide the funds necessary to expand the airport.

"I, for one, hope that the plans adopted will be sufficiently bold and broad in scope to assure that San Francisco will maintain its lead in airport facilities.

"If San Francisco is to meet the challenge of the air age, it must continue the development of its International Airport."

## Retain Assemblyman THOMAS A. MALONEY



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NOVEMBER, 1956

Around and About

By WHIT HENRY

THOSE who enjoy male quartet singing are preparing for an enjoyable evening on Saturday, December 8, when the local chapter of the Society for the Preservation and Encouragement of Barber Shop Singing in America presents its annual concert in the Veterans Memorial Building at the corner of Van Ness and McAllister. Three champion choruses will be featured in addition to the usual quartet. Particularly to be noted is the Berkeley Barber Shop Chorus that has received national recognition under the able direction of Dave Stevens, local conductor, who is acknowledged by the critics as being one of America's outstanding choral directors. Tickets can be purchased at the Sherman, Clay Box Office.

\* \* \*

WITH winter approaching, those with a flair for adventure might well consider a trip to Death Valley National Monument. This monument of nearly two million acres embraces historic Death Valley. The lowest point in the United States is there, 279 feet below sea level. The valley varies from four to sixteen miles in width and is 140 miles long. On the west rises the Panamint Range and behind that the snow-capped peak of Mount Whitney, highest point in the United States. On the east are the peaks of the Amargosa Range.

\* \* \*

THE survivors of a party of pioneers trying to find a short cut to the California gold fields gave the valley its name. Prospectors and gold seekers followed and, although some precious metal was found, it was the discovery of borax which began the real conquest of the Valley. The first roads were built in the eighties and over them the famous "Twenty Mule Teams" drew their wagonloads of borax from the desert. The mines now lie idle and the short-living mining (Continued on Page 16)

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do you know  
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## Dallas-San Francisco Air Service Favored by Chamber of Commerce

**I**N LINE WITH ITS PROGRAM of supporting the expansion air service out of San Francisco International Airport, the Board of Directors of the San Francisco Chamber of Commerce has voted to intervene in support of a consolidated application pending before the Civil Aeronautics Board for additional trunk air line service between Dallas, Texas, and San Francisco.

Eleven airlines have filed applications to provide the service. The Chamber's intervention will be in support of the service itself, not of any specific airline.

D. J. McCanney, chairman of the Chamber's Transportation Committee which recommended the intervention, said that it would be to the best interest of the San Francisco Bay Area to have additional service.

He said, it would "materially improve the service between San Francisco and points in the southeast, providing connections through Dallas to New Orleans, Louisiana, Mobile, Miami and Jacksonville."

In another transportation matter, the board voted to support the petition of the Drymen's Association of San Francisco to the California Public Utilities Commission to reduce the classification of certain commodities and thus place San Francisco drayage classification ratings on a parity with those of the East Bay.

## Thomson Reappointed

Mayor George Christopher has announced the reappointment to the Parking Authority of David Thomson, Secretary - Comptroller for Tiedemann & McMoran, Inc., wholesale grocers. Mayor Christopher cited Mr. Thomson's exceptional record of having missed but four meetings of the Parking Authority since his first appointment in October, 1949.

In view of Mr. Thomson's outstanding record and ardent interest in the important work of the Authority, Mayor Christopher has requested that the Board of Supervisors concur with his reappointing Mr. Thomson to this important civic post. Mayor Christopher added that such devotion to the best interests of San Francisco should be rewarded.

## POLICE SERGEANT DIES

Police Sergeant William G. Thompson, a veteran of thirty years on the force, died recently of a heart attack while on duty at Ingleside station.

Sergeant Thompson, who was 56, was pronounced dead at Alemany Emergency Hospital where he was taken when he collapsed shortly after arriving at work.

A member of the mounted patrol for fourteen of his thirty years with the department, Sergeant Thompson was cited for meritorious conduct in 1931 after he risked his life to successfully disarm a holdup man.

The anniversary of the birth of Luther Burbank March 7 has been designated as California's conservation, Bird and Arbor Day.

There are 25 national parks in the national park system of the United States.

## San Francisco Expanding Its Bulk Copra Terminal

The Port of San Francisco is joining with Cargill, Inc. in a \$250,000 expansion of its Islaia Creek Copra Terminal to handle a booming trade that has boosted the dried coconut meat into third rank among San Francisco imports.



CHARLES TAIT, Director  
Port of San Francisco

Plans for doubling the port's copra wharf and for additions to equipment and office space at the terminal were announced by Port Director Charles Tait and Howard D. Boone, California regional manager for Cargill.

The Islaia Creek terminal is the only bulk copra facility in Northern California. Operated by Cargill for the port, it processed more than \$18,000,000 worth of the Pacific Islands import last year.

The port is now completing a widening and lengthening of its copra wharf to accommodate the stepped-up arrivals of copra-laden ships here.

Cargill will add more bulk han-

## Newly Merged Piers 15-17 Pave Way For Extensive Waterfront Changes

**P**IER 15-17, THE PORT OF SAN FRANCISCO's newest terminal, was opened last week amid predictions by port officials that their successful combination of the two piers may pave the way for extensive waterfront changes in the next few years.

The twin piers combine a \$2,250,000 modernization by the State Harbor Board.

"We're studying plans for still more pier combinations that will step up the port's operating efficiency," Port Director Charles Tait said.

"This kind of design is a highly useful and economical way to provide big terminals for the larger vessels and new cargo handling methods that are coming into use at San Francisco."

The double pier will be occupied by States Line-Pacific Transport Lines as the new home port berth for the fleet of 12 cargo-passenger ships the recently merged companies operate in west coast-far east service.

Reconstruction of the piers follows an innovation introduced by the port in 1950, when it combined Piers 30 and 32 into a single quay.

The new terminal now ranks as fourth largest among San Francisco's 45 deepwater piers, exceeded only by Mission Rock Terminal (Pier 50), Pier 30-32, and Pier 45.

dling equipment and construct a new office building at the copra facility to house all of its California grain and import operations.

Cargill officials said the San Francisco project is the forerunner of a five-year, multi-million-dollar expansion of the company's facilities in port cities over the nation.

## RED CROSS ELECTS 14 NEW DIRECTORS

Fourteen new directors have been elected by the San Francisco chapter of the Red Cross and nine present board members were re-elected for three year terms at the chapter's fifty-eighth annual meeting.

Special guest was 81 year old Mrs. Blanche Heidlebaugh, of Santa Cruz, who worked with Red Cross founder Clara Barton in the 1900 Galveston Tex., floods. She recalled that the 78 year old Miss Barton directed relief activities from her sick bed.

Vice Chairman H. Harrison Fuller presided at the meeting, which marked the national Red Cross' seventy-fifth anniversary. More than 250 members honored John S. Sinclair for thirty years service on the board of directors.

### New Members

New members elected to the board are: John P. Anderson, Ernest Arbuckle, Victor Bergeron, G. Stewart Brown, Mrs. Richard P. Cuhill, Sherman Cray, Selwyn Eddy, E. Hernek Low, John Reddington, Rear Adm. John R. Redman, Douglas Tellwright, Mrs. H. Allen Thompson, Linton von Bergolden and Miss Leslie Hink.

Re-elected were: Selah Chamberlain, Jr., Mrs. Felix Cunha, Charles W. Fay, I. W. Hellman, Mrs. W. C. Koenig, John L. Merrill, Mrs. Richard L. Sloss, Sydney G. Walton and Lt. Gen. Robert Young, USA.

## 38 Swedish Businessmen On Four-Day Tour Here

Thirty-eight top Swedish business executives and members of the Stockholm Chamber of Commerce arrived in San Francisco last week for four days of meetings and tours arranged by the Chamber's World Trade Department and the San Francisco Area World Trade Association. The party arrived at the San Francisco International Airport on Western Air Lines Flight 628 and checked in at the Sheraton-Palace Hotel.

After a sight-seeing tour, the visitors attended an industry indoctrination meeting at the Chamber.

Chamber General Manager G. L. Fox and World Trade Department Manager James P. Wilson spoke. Cocktails and luncheon in the Venetian Room of the Fairmont Hotel, jointly sponsored by the Chamber, the San Francisco Area World Trade Association followed, and the Swedish Chamber of Commerce of the U. S. A. Hilding Melin, senior Vice President of Svenska Handelsbanken, Sweden's largest Commercial Bank, discussed Swedish-American economic relations. Dr. Harold Nordensson, Stockholm Banker, Industrialist and Chamber of Commerce President, spoke briefly. Chamber President E. W. Littlefield presided.

After tour and business appointments the visitors left San Francisco for Chicago, Detroit, Boston and New York.

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## . . . A Century of Service . . .

By JOHN J. FERDON  
President, Board of Supervisors  
City and County of San Francisco

**E**VEN IN CALIFORNIA'S EARLIEST PERIOD, education was never far from the thoughts of its leaders. During the regime of Governor Diego de Borica (1793-1800) there were one-room schools at such widely scattered locations as San Jose, Santa Barbara, San Francisco, San Diego and Monterey, though they collapsed soon after his departure from Alta, California.

Schools established during his next thirty years also were short-lived, but Juan Bautista Alvarado imported teachers from Mexico to give instruction, despite meager facilities.

American immigrants of the 1840s followed Eastern and Mid-western precedents in education. San Francisco's first public school was opened in Portsmouth Plaza April 3, 1848, in a redwood building which served also as town hall, court house, church and jail. On April 8, 1850, the first free public schools were established by ordinance of the city council in San Francisco.

### MEETS DEMAND

To meet the demand for educational facilities of a rapidly expanding population, the State's first colleges were established almost as early as the first public schools.

One such college founded in San

Francisco in 1855 was the College of St. Ignatius, today known as the University of San Francisco, now embarked on its second century of unmatched service in education and religious fields in the West.

Highlighting the centennial year was the recent dedication of a new, ultramodern seven-story steel and concrete student residence and dining hall on the broad hillside campus, named for United States Senator James D. Phelan, class of '81. The new dormitory houses 400 men students and has dining facilities for 1,000, separate lounge areas for each floor, snack bar, recreation rooms, and library. Commanding a sweeping view of the



REV. JOHN F. X. CONNOLLY, S.J.  
President, University of S. F.

entire Bay Area, the structure was built at a cost of \$1,500,000.

Completed in 1950 was the Richard A. Gleeson Library.

Construction will be started soon on a new gymnasium to accommodate 6,000 spectators (for which \$420,000 already has been given) and a new Faculty Residence. Included in the master plan for future development of the campus are additions to the Liberal Arts Building, Auditorium, Science, Graduate Law School and Business Administration buildings.

### FOUND COLLEGE

It was in response to a plea from Archbishop Joseph S. Alemany, first archbishop of San Francisco, a Spaniard who became an American citizen, that the youthful Anthony Maraschi, S.J., came to the sprawling community of the gold rush days to found a "good college for the education of the male youth of the city."

Succeeding years have brought to the city of St. Francis a long line of Jesuit Fathers devoted to that task: the education of the male and, more recently, the female youth of the city and all the West.

(Continued on Page 9)



**THE UNIVERSITY OF SAN FRANCISCO'S** Richard A. Gleeson Library was the first unit to be completed in the University's modern campus development plan. Considered one of the finest buildings of its type on any United States campus, the Library was completed in 1950 at a cost of \$1,500,000 and contains a shelving capacity of 104,000 volumes which can be expanded to 821,500 volumes.



**AERIAL VIEW OF THE UNIVERSITY** of San Francisco looking toward the northwest. St. Ignatius Church is on the lower left. The smaller building next to the church is the Faculty Building. Flanked on the right by the Liberal Arts Building. The large structure on the right is the new Phelan Hall, a student residence for 400 men. Directly behind the Faculty Building is the modern Richard A. Gleeson Library.

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**LET'S BE READY!**

## Two Former Mayors Support Proposition 4

Headed by two former mayors, more than 150 prominent San Franciscans have organized a special "home stretch" committee to rally an "overwhelming city vote for Proposition 4," it was announced.

Declaring that a "yes" vote on Proposition 4 was "imperative," former Mayor Roger Lapham, Sr. said: "Beyond the great economic gains made available to Californians by Proposition 4 lies the equally impelling motive of national security. The greatly increased production provided by the Oil Conservation Act will materially implement the nations' reserves of vital oil."

Former mayor Elmer Robinson said: "Proposition 4 means more California oil, more California jobs, more California wages, more California state income from non-tax sources. It means that gas prices can be kept down for California motorists. The people want conservation, and we are in the home stretch of the campaign against waste."

Canned fruits, valued at \$11,907,945, were the eighth most valuable export commodity shipped through the San Francisco Customs District in 1955.

## SWIG TO HELP COLLEGE FUND

Benjamin H. Swig, prominent San Francisco civic leader, has been named vice chairman of the national development fund of the Albert Einstein College of Medicine at New York's Yeshiva University.



BENJAMIN H. SWIG  
President  
Fairmont Hotel

Swig is a founder of the college which has just begun its second academic year. It is the first medical school under Jewish auspices established in America.



San Francisco's cable cars really get around. Our historic hill-climbers are acting as ambassadors of good will in 40 communities from coast to coast. Above is Old No. 46 purchased by South Tacoma Restaurateur Steve Pease. Shown in the picture are (left) City Councilman Frank Stojack of Tacoma handing the key of his city to James E. Leary, San Francisco's Supervisor of Equipment and Supplies, in charge of surplus sales for San Francisco, during a recent tour of the Northern city.

## American Cancer Society

The appointment of Catherine L. Minor to the newly-created post of director for the San Francisco Branch of the American Cancer Society has been announced.

She has for the past six years been executive director of the Planned Parenthood Association of San Francisco Inc., and previously was employed by the San Francisco Department of Public Welfare and the California State Department of Social Welfare.

## New Stamp Due

San Francisco's Postmaster John F. Fixa today announced the description of the 3 cent stamp, the last of the three wildlife conservation series issued this year to emphasize the importance of wildlife conservation in America. This commemorative will be released at Seattle, Wash., Nov. 9.

Prosperity's right hand is industry, and her left hand is frugality.

—Samuel Johnson

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## UNIVERSITY OF SAN FRANCISCO

(Continued from Page 7)

The University of San Francisco had its beginnings in a small, wooden building south of Market Street near Fourth Street, in what was known as St. Anne's Valley, in 1855. Later the College of St. Ignatius, as it was then known, moved to more spacious quarters on the Market Street site now occupied by one of San Francisco's largest department stores, The Emporium.

### CHARTER CONFERRED

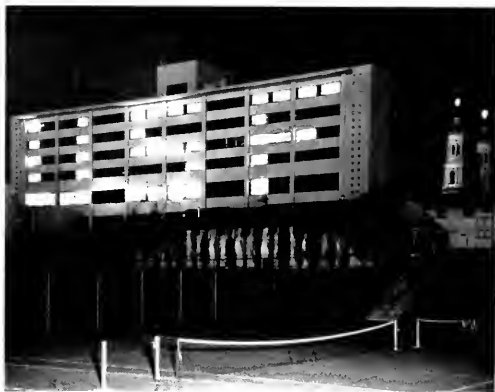
In 1859 the State of California issued a charter and empowered the College of St. Ignatius to confer degrees "with such literary honors as are granted by any university in the United States." By 1861, 150 students were enrolled and the first Bachelor of Arts degree was conferred in 1863.

Fame came early to the school through Father Joseph M. Neri, who made notable contributions to the advancement of electrical research.

students. The earthquake and subsequent fire of 1906 completely destroyed the physical properties of the College — buildings, laboratories, art treasures, and an extensive library. A huge firebell, purchased in 1862, was later rescued from the debris and is still in use on the new University of San Francisco campus.

With the same fortitude that marked other San Franciscans, the school's leaders soon had the College reestablished in temporary buildings erected on Hayes Street near Golden Gate Park, on land now occupied by the St. Mary's Hospital School of Nursing.

In 1910, a portion of the present campus on Fulton Street was acquired and ground broken for the present imposing St. Ignatius Church, a buff-colored brick building with campanile, twin towers and golden dome, which dominates Ignatian Heights, and is a San Francisco landmark.



UNIVERSITY OF SAN FRANCISCO students honored its National Championship Basketball team and their University's Centennial Year by spelling out "USF" in the windows of imposing Phelan Hall, new student residence on the campus. The twin spires (right) are atop historic St. Ignatius Church, also on the USF campus. The white streak between Phelan Hall and the church is the course of the planet Venus during the ten minute exposure of this photograph.

sity has served in the Armed Forces of the United States, 108 of whom made the supreme sacrifice.

### CONTINUING PROGRESS

The evening division was established as early as 1912, offering a four-year law course leading to the LL.B. degree. The evening division now offers an education at college level—a Bachelor's Degree in liberal arts or business administration, the Master's program, a teaching credential, and a certificate of business administration.

With establishment of the Department of Commerce and Finance in 1924, the College of Business Administration began functioning on the new campus. Outstanding contributions to specialized fields are now offered in the University's Labor-Management School and its annual Foreign Trade Transportation Institute.

The University includes the Colleges of Liberal Arts and of Science, the School of Law and the Department of Nursing, established in 1954, which now has an enrollment of some 100 students. There is also a four-year course in Military Science and Tactics and the required course in the philosophy and tactics of Communism—Political Science 140—which brought a nationwide flood of publicity when it was established.

The school's diamond jubilee celebration in 1930 marked the beginning of still another era in its long record of service to San Francisco and the West.

The University of St. Ignatius officially became the University of San Francisco and embarked on

an expanded program for its constantly growing student body, which this year reached more than 3,000 enrollments, with an additional 1,660 students enrolled in summer sessions.

In sports the University has a well-rounded program including basketball, soccer, baseball, rifle, golf and boxing teams. Football was dropped after 1951 because of financial losses.

The USF Dons sprang into the national sports spotlight in 1949 when, invited to play in the National Invitational Tournament in New York's Madison Square Garden, they won the tournament from some of the nation's strongest teams.

### DONS SCORE AGAIN

Last year the Dons again "came from nowhere" and exploded into national prominence by winning the NCAA championship.

In soccer University teams have been equally prominent, chalking up innumerable records since its first championship in 1932.

All-America selections are liberally sprinkled with the names of University of San Francisco athletes.

There are approximately 40 student organizations on the campus, ranging from the general student association through national and honorary societies to religious, academic, and cultural organizations.

Its placement office has located part-time and permanent positions for about 79 per cent of the students applying for such help.

(Continued on next page)



THE UNIVERSITY OF SAN FRANCISCO'S new student residence, Phelan Hall, is pictured against the famous skyline of the city from which the University takes its name. Views from this seven-story steel and concrete dormitory surpass that shown in this photograph. Phelan Hall provides living quarters for 400 men students, cafeteria dining facilities for 1,000, private dining rooms, lounges on each dormitory floor, a snack bar and a barber shop.

In 1874 he introduced San Francisco to the arc light and installed a searchlight in the tower of the college whose rays could be seen a distance of 200 miles, according to published accounts at the time. During the centennial celebration of American Independence in 1876, he strung three arc lamps of his own invention across Market St.

Increasing enrollment caused the College to move to new and more commodious buildings on Van Ness Avenue, near what is now San Francisco's Civic Center. Its buildings were designed to accommodate between 1,200 and 1,400

The College became the University of St. Ignatius in 1912, and development of the new campus and construction of buildings were commenced. It was then that its famed School of Law was established.

The advent of World War I saw the fluctuating enrollment that marks a period of stress. Ten gold stars on the University's service flag were grim evidence that the University, small though its student body was, kept pace with other institutions in patriotism and loyalty. A total of 2,703 students and former students of the Univer-

## S. F. UNIVERSITY

(Continued from Page 9)

As befits the 100th anniversary of this outstanding San Francisco institution, many special events have been held and will continue late into 1956 on Ignatius Heights.

In a week-long celebration during October, a University Memorial Mass was held in St. Ignatius Church, the dedication and open house at the new James D. Phelan residence hall, a concert of sacred music at Mission Dolores (one of San Francisco's oldest buildings), a banquet sponsored for the Western College Association, and culminating in a Centennial Ball at the Veterans War Memorial Building.

### 75th ALUMNI FETE

More than 1,500 alumni and their guests attended the banquet marking the school's centennial recently. Other events which helped USF win the Blue Ribbon Award of the American College Public Relations Assn. for its Centennial Year program included a magnificent Schola Cantorum held at St. Ignatius Church and a civic "Salute to the Champs" banquet honoring the Dons' basketball team. Ground-breaking ceremonies for the new \$750,000 War Memorial Gym are expected to be held before the end of this year.

As a forerunner for the centennial celebration the University for the first time in its long, tradition-steeped history, was an exhibitor in the 1955 California State Fair and Exposition at Sacramento, where, in a field of 48 educational displays, it won first place.

As San Francisco has grown into a great metropolitan center, so has the University, which bears its name, thrived and achieved maturity. Plans for the future, both of the city and its University, augur well for a second century of service to all the West.

The City of Petaluma operates under a modern Council-City Manager type of government with a mayor, six councilmen and a city manager.

## Commission Okays Door Prizes For Policemen's Ball To Be Held In March

The police commission has approved drawings for an automobile and other expensive prizes when the Policemen's Ball is held next March.

Commission President Harold McKinnon gave a go-ahead to the arrangements to Capt. Daniel McKlem, chairman of the annual benefit affair.

The prizes will be offered on the identical "within the law" basis that door prizes are raffled off at charity events of the Saints and Sinners, Guardsmen and Children's Hospital here.

The commission had barred use of the door prize for the Policemen's Ball last spring after the State attorney general pointed to giveaways by the Saints and Sinners and Children's Hospital as possible violation of State lottery laws.

The change of heart, McKinnon said, is based on a March ruling by City Attorney Dion Holm. He held that the Guardsmen escaped violation of lottery laws by giving away some tickets free. The police, McKlem said, intend to do likewise.

## DIRECTORS NAMED FOR HORSE SHOW

Directors of the horse show division of the Grand National Livestock Exposition, Horse Show and Championship Rodeo at the Cow Palace November 2-11 have been announced.

Serving on the committee will be J. W. Mailliard, III, San Francisco business executive, rancher and second vice president of the Grand National; Mrs. William P. Roth of San Mateo, a leading show breeder and exhibitor; John V. Manners of Oakland, businessman and rancher; Kent Weaver of Concord, vice president of the American Horse Shows Association, and William H. Thomas, prominent Marin County horseman.

Wilson Meyer, president of the Cow Palace board of directors, also announced that Allen Ross, one of America's ranking horse showmen of Studio City, has returned for his second year as manager of the Grand National Horse Show.

Storage - Lubrication - Washing  
Repairing - Batteries  
Accessories - Tires

### Standard Garage

233 DRUMM STREET

Sutter 1-2744 San Francisco 11

## It's "In The Record"

By JIM KIPPEN

"I stand on my record!" politico's cry—I'm dauntless and true, not a phony!"

Yet most of the people most of the time are aware that they're full of baloney.

How much more impressive the "loudmouths" would be if they copied a citizen who

Not only "stands on a record," does more than that. His name's

IN THE RECORD. Tom Wu.

The RECORD is CITY and COUNTY, A MAG, which recently chose to extoll

The smooth personality, slick versatility, which is part of Tom Wu, and his goals

"To be a 'top' dentist; to be civic minded; TO DO! Tom's a man of acumen.

The RECORD exclaims his ability so; one would think that he's smarter than Truman.

He can talk on the phone while drilling a tooth and even with that on his mind,

REACH UP and casually straighten your tie, and clean the venetian blind.

The people who know him are quick to point out his obvious love for his city;

A REAL San Franciscan that REALLY KNOWS HOW; that we don't have MORE Wu's, is a pity.

"You're commissioner; libraries," George Christopher said, "this office upon you's decreed

In spite of the fact you've no library card, at any rate, luck! and godspeed."

Yes, Doc Thomas Wu, DDS and all that; we respect you and we always will,

Each patient, your friend, allies to the end, in spite of your dangerous drill.

I'll close this by sayings "it's true, Doctor Wu, you're a guy we most gratefully thank

For being a friend and a good dentist, too! A man who's one helluva "Tank!"

EDITOR'S NOTE:—The above poem was inspired by Mr. Jim Kippen after reading in The City-County Record re Dr. Thomas W.S. Wu in the August Convention issue anent Dr. Wu's appointment as a S.F. Public Library commissioner . . .

## American Appliance & Supply Co.

Electric Supplies & Hardware for  
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PR. 5-3711 San Francisco 9

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San Francisco

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— SERVED EVERY DAY —  
11 a.m. to 8:30 p.m.  
Broiled New York Cut Steak

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With Potatoes, Vegetables, Bread & Butter  
Club Steak Dinner \$1.85

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1617 Polk Street, near Sacramento

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San Francisco 3

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Automotive Service

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UN. 1-2768 San Francisco

Settle Disputes Via Pistols . . .

# Brief History of California Alcaldes

## SERVED UNDER CHAOTIC CONDITIONS

By CHARLES A. SIEGFERTH, Associate Editor

(EDITOR'S NOTE: This article is the forerunner of a series dealing with San Francisco mayors. The first of Gen. John W. Geary will appear in the December issue of THE CITY-COUNTY RECORD.)

(Photos loaned by Reference Department of the San Francisco Library.)



WASHINGTON A. BARTLETT  
First Alcalde under American rule,  
July 1846 to Feb. 1847

### BLUE NOTE COCKTAIL LOUNGE

545 Post Street San Francisco

### KEN'S GROCERY

LIQUORS - GROCERIES  
VEGETABLES - MEATS

Always Open

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### Sugar Pine Lumber Co.

H. M. SCALES, Manager

1201 Harrison Street  
San Francisco 3, Calif.

### DUNN'S CAKE BOX

DECORATED CAKES

For Every Occasion

655 PORTOLA DRIVE  
San Francisco 16

**B**EFORE GEN. JOHN W. GEARY was elected San Francisco's first mayor in May 1905, he and fifteen Alcaldes or chief executives served under the most chaotic and perilous conditions ever encountered by men in public office. Ten of the Alcaldes served their terms under Mexican rule, while the others performed their precarious duties under Uncle Sam's banner.

The Alcalde's prerogatives and official duties "extended over all the multiplied interests and concerns of his department, and reached to every grievance and crime, from the jar that trembles around the domestic hearth, to the guilt which throws its gloom on the gallows and the grave."

Francisco De Haro (1834-1835) was the first Alcalde, serving under Mexican rule, while Washington A. Bartlett (July 1846 to February 1847) was the first officiating under American rule.

Geary, who was also Postmaster, was elected an Alcalde in August 1849. He was the sixth and last Alcalde who served under American rule.

Civil administration of the town was at a very low ebb as indicated by the following statement of Alcalde Geary:

"At this time we are without a dollar in the public treasury, and it is to be feared that the city is greatly in debt. You have neither an office for your magistrate, nor any other public edifice. You are without a single police officer or watchman, and have not the means of confining a prisoner for an hour; neither have you a place to shelter, while living, sick and unfortunate strangers who may be cast upon our shores, or to bury them when dead."

#### IN POOR PLIGHT

Alcalde Geary disclosed that "public improvements are unknown in San Francisco. In short, you are without a single requisite necessary for the promotion of prosperity, for the protection of property, or for the maintenance of order."

With no law enforcement body to hold them in check, ruffians openly committed crimes that ranged from petty theft to murder, with the knowledge that their victims had a recourse to neither police or courts.

Much of this early violence was due to the prevailing custom of settling personal feuds by direct methods. If men lost their tempers in argument, or imagined themselves insulted, or cheated in a card game or business deal, the result was very frequently an exchange of pistol shots. These personal feuds constituted only a phase of the general lawlessness of the period. A band of ruffians organized at the end of 1848 and christened themselves "the hounds."

The American population of California, trained as it was to cherish the jury system and the constitutional limitation of authority, vigorously criticised the arbitrary powers lodged in the hands of the Alcaldes. It refused to accept any of the other institutions of Spanish origin.

#### STRONG OPPOSITION

As a result of this attitude, the Mexican laws were never applied; or having been put into effect, were speedily rendered ineffectual by the strong opposition that developed against them.

So it came about that in most of the distinctly American settlements, such as Sacramento or the mining communities, whatever government existed was almost wholly of local origin.

In San Francisco, where government for a time was lodged in the hands of an Alcalde and ayuntamiento, or town council, the settlers finally took matters into their own hands, following a period in which two rival councils each claimed to be legally elected and established a new body, new to both American and Spanish law, known as the "legislative assembly."

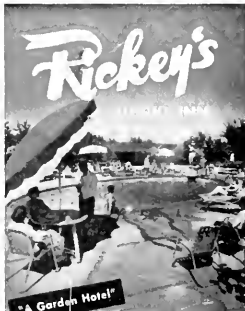
This assembly, consisting of fifteen members chosen by popular vote, sought to abolish the former ayuntamiento and Alcalde, and with three justices of the peace,



FRANCISCO DE HARO  
1st Alcalde under Mexican rule,  
1834 to 1835 - 1838 to 1840

exercise all the functions of a city government. The members of two rival councils resigned; but the Alcalde, Thaddeus M. Leavenworth, refused to recognize the authority of the assembly and appealed to General Persifor F. Smith, military

(Continued on Page 14)



4 FAMOUS RESTAURANTS

Palo Alto, San Francisco and Stonestown, California

## CITY AND COUNTY OF SAN FRANCISCO

GEORGE CHRISTOPHER, MAYOR

## Directory of City and County Officers

## ELECTIVE OFFICERS

## MAYOR

201 City Hall, ☐ 2 MA 1-0163  
**GEORGE CHRISTOPHER, Mayor** Jan. 8, 1967  
 JOSEPH J. ALLEN, Executive Secretary  
 PATRICIA CONNICH, Confidential Secretary  
 MARGARET SMITH, Personal Secretary  
 GEORGE J. GRUBB, Administrative Assistant  
 JOHN D. SULLIVAN, Public Service Director

## SUPERVISORS, BOARD OF

233 City Hall, ☐ HE 1-1211  
**JOHN J. FERDON, President**, 153 Montgomery St.,  
 GAI-5131 Res. 2496 Broderick St., JO 4-0931, 1-8-60  
**WILLIAM C. BLAKE**, 264 Mallorca Way, ☐ 23  
 JO 7-5785  
**CASEY, JOSEPH M.**, 235 City Hall, HE 1-1211, Ex.  
 147, Res. 3047 Baker St., WA 1-1548, 1-8-60  
**HAROLD S. DOBBS**, 311 California St., ☐ 4, GA 1-  
 4600, Res. 1601 Monterey Blvd., LO 4-1341, 1-8-60  
**Dr. CHARLES A. ERTOLA**, 233 Columbia Avenue,  
 DO 2-5035 Res. 775 Francisco St. GR 4-5272, 1-8-60  
**JAMES LEO HALLEY, Rm. 703, Flood Bldg., 3500 Mar-**  
**ket St., GA 1-4636, PL 5-1727 Res. 140 Panama**  
**Drive, AT 2-1233 1-8-60**  
**J. EUGENE McATEER**, 266 Jefferson St., ☐ 23, PR 3-  
 1477, Res. 130 Santa Ana Av. ☐ 27, LO 4-2464, 1-8-55  
**FRANCIS J. McCARTY**, 220 Montgomery St., EX 2-  
 1475 ☐ 4, Res. 3224 Divisadero Street, ☐ 23, FI 6-  
 6052, 1-8-58  
**MRS. CLARRISSA SHORTAL McMAHON**, 505 Mar-  
**ket St., ☐ 3, YU 6-4648, Res. 1849 25th Ave., ☐ 22**  
**SE 1-1352 1-8-60**  
**JAMES SULLIVAN**, 31 West Portal Ave., OV 1-3910  
 Res. 2354 17th Ave., OV 1-0861, 1-8-55  
**HENRY R. ROLPH**, 310 Sansome St. YU 6-0700, Res.  
 2426 Lyon St. WA 1-8168 1-8-55  
**JOHN R. McGRATH, Clerk of the Board**, HE 1-  
 1211, Ex. 224  
**ROBERT J. DOLAN**, Chief Assistant Clerk

## STANDING COMMITTEES

(First named Supervisor is Chairman of the Committee)  
**COMMERCIAL AND INDUSTRIAL DEVELOPMENT** —  
 Sullivan, Blair, Casey  
**COUNTY STATE AND NATIONAL AFFAIRS** —Halley,  
 Ertola, Rolph  
**EDUCATION, PARKS AND RECREATION** —McMahon,  
 Casey, Dobbs  
**FINANCE, REVENUE AND TAXATION** —Dobbs, Mc-  
 Carter, McMahon  
**JUDICIARY, LEGISLATIVE AND CIVIL SERVICE** —  
 McAtter, Halley, Rolph  
**POLICE** —Blake, Sullivan  
**PUBLIC BUILDINGS, LANDS AND CITY PLANNING** —  
 Rolph, Dobbs, McAtter  
**PUBLIC HEALTH AND WELFARE** —Ertola, Sullivan, Mc-  
 Carter  
**PUBLIC UTILITIES** —McCart, Ertola, McMahon  
**STREETS AND HIGHWAYS** —Blake, Halley, McAtter  
 Rolph, Ertola, Dobbs, Halley

## ASSESSOR

RENNETT L. OLDEN, 161 City Hall, ☐ 2  
 KL 1-1211 1-8-59

## CITY ATTORNEY

DION B. FLETCHER, 233 City Hall, ☐ 2 HE 1-1211, 1-8-55

## DISTRICT ATTORNEY

THOMAS C. FLYNN, 233 Montgomery St., ☐ 11,  
 DO 2-2474 1-8-60

## PUBLIC DEFENDER

EDWARD T. MURPHY, 233 Montgomery St., ☐ 11,  
 EX 2-3353 1-8-59

## SHERIFF

MATTHEW C. CASE, 233 City Hall, ☐ 2  
 HE 1-1211 1-8-60

## TREASURER

JOHN J. GOODWIN, 233 City Hall, ☐ 2 HE 1-1211, 1-8-55

## COURTS

## SUPERIOR COURT JUDGES—UN, 1-8552

TWAIN MICHESEN, Presiding  
 WALTER CARPNETTI CLARENCE W. MORRIS  
 C. HAROLD CALLEFIELD HARRY J. NEUBARTH  
 MELVYN I. CRONIN ORLA ST. CLAIR  
 EUSTACE CILLIAN, JR. MILTON D. SAPIRO  
 PRESTON DEVINE GEORGE W. SCHONFELDER  
 TIMOTHY I. FITZPATRICK DANIEL R. SHOESMAKER  
 THOMAS M. FOLEY WILLIAM T. SWEIGERT  
 I. L. HARRIS WILLIAM F. TRAVERSO  
 TERESA MEERLE H. VAN DER ZEE  
 JOHN B. MOLINARI ALBERT C. WOLLENBERG  
 EDWARD MULKENBUHR

JOSEPH M. CUMMINS, Secretary  
 233 City Hall, ☐ 2 UN 1-8552

## MUNICIPAL COURT JUDGES—KL, 2-3008

CLAYTON W. HORN, Presiding  
 CARL H. ALLEN EDWARD O'DAY  
 RAYMOND J. ARATA ALVIN E. WEINBERGER  
 BYRON ARKADY JAMES J. WELSH  
 LENORE D. UNDERWOOD GERALD S. LEVIN  
 CHARLES S. PEERY WILLIAM A. O'BRIEN  
 JOSEPH M. GOLDEN

IVAN L. SLAVICH, Clerk and Secretary  
 301 City Hall, ☐ 2 KL 2-3008  
 A. C. McHENESLY, Jury Commissioner  
 5 City Hall, ☐ 2

## TRAFFIC FINES BUREAU, 164 City Hall, ☐ 2 KL 2-3008

JAMES M. CANNON, Chief Division Clerk

## GRAND JURY

485 City Hall, ☐ 2 UN 1-8552  
 1000 Municipal Center, P.O. Box 1  
 FRED PARR COX, Foreman  
 MRS. SYLVIA LADAR, Secretary  
 DAVID F. McPHEE, Consultant-Statistical

## ADULT PROBATION DEPARTMENT

604 Montgomery St., ☐ 31 YU 6-2960  
 JOHN D. KAVANAUGH, Chief Adult Probation Officer

## Adult Probation Committee

Meets at call of Chairman and 2nd Thursday each month  
 KENDRICK VAUGHAN, Chairman, 40 Sansome St., ☐ 2  
 MAURICE MOSKOWITZ, Secretary, 29 1/2 Lake St., ☐ 11  
 REV. MATTHEW F. GONNOLLY, 404 Fremont St., ☐ 5  
 RICHARD BLOOMER, Mendocino Bldg., ☐ 3  
 FRED F. JONES, 625 Hayes St., ☐ 3  
 ROBERT A. PEARBODY, 455 Post St., ☐ 4  
 FRANK RATTIG, 52 1/2 California St., ☐ 4

## JUVENILE COURT DEPARTMENT

573 Woodside Ave., ☐ 27, SE 1-3540  
 MELVYN I. CRONIN, Judge of the Juvenile Court  
 THOMAS F. STRYGLA, Chief Juvenile Probation Officer

## Juvenile Probation Committee

Meets at call of Chairman  
 MRS. FRED W. BLOCH, Secretary, 712 1/2 Jackson St., ☐ 19  
 ROY N. BUELL, 443 Bush St., ☐ 2  
 REV. JAMES A. KELLY, 420 1/2 2nd Ave., ☐ 21  
 JACK GOLDBERGER, 109 Golden Gate Ave., ☐ 2  
 MRS. EDGAR H. LION, 2540 Green St., ☐ 25 WA 1-6565  
 JAMES S. BLOOMER, 137 1/2 5th Ave., ☐ 2  
 MRS. MARSHALL MADISON, 2650 Valler St., ☐ 23, FI  
 61-1222  
 REV. JAMES M. MURRAY, 1825 Mission St., ☐ 1  
 THOMAS J. LENEHAN, 300 Haight St., UN 4-0126

## OFFICERS APPOINTED BY MAYOR

## CHIEF ADMINISTRATIVE OFFICER

THOMAS A. BROOKS, Chief Admin. Officer  
 230 City Hall, ☐ HE 1-1211  
 JOSEPH MCNOLA—Executive Assistant  
 MARIAN T. FETT, Confidential Secretary

## CONTROLLER

HARRY D. ROSS  
 100 City Hall, ☐ 2 HE 1-1211  
 WREN MIDDLEBROOK, Chief Assistant Controller

## LEGISLATIVE REPRESENTATIVE, FEDERAL

COL THOMAS J. WEEB  
 Suite 3567-8, Washington Bldg., Washington, D.C.

## LEGISLATIVE REPRESENTATIVE, STATE

DONALD W. CLEARY  
 233 City Hall, ☐ 2 MA 1-0163 and HE 1-1211  
 Hotel Senator, Sacramento 17 (during seasonal)

## DEPARTMENTS UNDER THE MAYOR

## ART COMMISSION

100 Larkin St., ☐ 2 HE 1-1211  
 Meets first Monday of each month at 3:00 P.M.  
 HAROLD L. ZELLERBACH, President, 343 Sansome St., 11  
 JOHN K. HAGAMAN, President, 1811 Tower, ☐ 2  
 BETTY (Mrs. Bill L.) JACKSON, 2835 Vallejo St.,  
 DR. BERNARD C. BEGLEY, 450 State St.,  
 WILLIAM E. KNUTH, S. F. State College, 1600 Holloway  
 OSCAR LEWIS, 545 Sutter St.,  
 CLARENCE O. PETERSON, 116 New Montgomery  
 MRS. ALBERT CAMPIONICO, 2770 Vallejo St.,  
 ALBERT F. ROLLER, 1 Montgomery St.,  
 JOHN GARTH, 1141 Market St.

## Ex-Officio Members

Mayor  
 President, Calif. Palace Legion of Honor  
 President, City Planning Commission  
 President, de Young Museum  
 President, Public Library Commission  
 President, Recreation and Park Commission  
 JOSEPH H. DYER, Jr., Secretary

## CITY PLANNING COMMISSION

100 Larkin St., ☐ 2 HE 1-1211  
 Meets first and third Thursdays each month at 2:30 P.M.  
 ROGER D. LAPHAM, Jr., President, 233 Sansome St., ☐ 4  
 ROBERT T. LILLENTHAL, Vice-Pres., 813 Market St., ☐ 3  
 DONALD B. KIRBY, 10 Stevenson St., ☐ 5  
 MRS. CHARLES B. PORTER, 142 1/2 27th Ave., ☐ 21  
 THOMAS P. WHITE, 400 Brannan St., ☐ 7

Ex-Officio Members  
 THOMAS A. BROOKS, Chief Administrative Officer  
 JAMES H. TURNER, Manager of Utilities  
 PAUL OPPERMAN, Director of Planning  
 THOMAS G. MILLER, Secretary

## CIVIL SERVICE COMMISSION

151 City Hall, ☐ 2 HE 1-1211  
 Meets every Wednesday at 4:00 P.M.  
 FRANCIS P. WALSH, President, 65 Post St., ☐ 4  
 WM. A. LAHANIAN, 2 Pine St., ☐ 11, YU 6-0968  
 JOHN L. HOGG, 290 Guerrero St., ☐ 3  
 J. M. L. HENDERSON, Secy. and Personnel Director

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45 Hyde St., ☐ 2 HE 1-1211  
 MAYOR GEORGE CHRISTOPHER, Commander  
 CHIEF ADM. OFFICER THOMAS A. BROOKS, Vice-Com.  
 JOHN K. HAGAMAN, President, 1811 Tower, ☐ 2  
 ALEC N. McCAUSLAND, Public Information Office

## EDUCATION, BOARD OF

155 Van Ness Ave., UN 3-4680  
 Meets first and third Thursdays at 7:30 P.M.  
 ADOLFO DE URIOSTE, President, 512 Van Ness Ave., ☐ 2  
 BERT LEE, Vice-President, 1000 California St., ☐ 4  
 MRS. GEORGE A. HINDLEY, 29 Serrano Dr.  
 MRS. CLARENCE COONAN, 2551 Filbert St.  
 CHARLES J. FOEHN, 231 Valencia St.  
 JOHN C. LEVINSON, 311 Howard St., ☐ 3  
 CHARLES C. TROWBRIDGE, Jr., 155 Sansome St., ☐ 4  
 DR. HAROLD SPEARS, Supt. of Schools and Secretary

## FIRE COMMISSION

2 City Hall, ☐ 2 HE 1-1211  
 Meets every Tuesday at 4:00 P.M.  
 ARTHUR J. DOLAN, Jr., Pres., Blyth & Co., Inc.,  
 200 Hyde St., ☐ 2  
 WALTER H. DUANE, 220 Bush St., ☐ 4  
 WILLIAM KILPATRICK, 820 Hyde St., ☐ 9  
 FRANK P. KELLY, Chief of Department  
 CARL F. KRUGER, Chief, Division of Fire Prevention  
 and Investigation  
 THOMAS W. MCCARTHY, Secretary

## HOUSING AUTHORITY

440 Turk St., ☐ 2 CL 3-5990  
 Meets first and third Thursdays at 10:00 A.M.  
 CHARLES J. JUNG, Chairman, 622 Washington St., ☐ 11  
 AT F. MAILLOUX, Vice-Chairman, 200 Guerrero St., ☐ 3  
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 DR. H. HAYNDE, 40 Sear St., ☐ 5  
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## California Alcaldes

(Continued from Page 11)

commander, and Governor Riley, who held his office under federal appointment, for support.

But Smith and Riley pronounced the assembly an illegal body and advised Leavenworth to maintain his office. The result was a temporary deadlock in San Francisco politics that brought to a head one of the most perplexing questions, both from a legal and practical standpoint, the U. S. Government has ever faced in its dealings with new territory. In the technical sense of the term, California was plainly neither state nor territory.

### MILITARY RULE

And yet, after the ratification of the Treaty of Guadalupe Hidalgo, it was scarcely possible, in any constitutional sense, for the federal authorities to hold her people under military rule. But this latter form of government, however unconstitutional it might be, was the only alternative to anarchy. And with good Anglo-Saxon common sense, the President prolonged it until the people of California themselves made its continuance no longer necessary.

To save themselves from anarchy in this emergency, the people were compelled to act upon their own responsibility.

One of the Americans who served three years as an Alcalde was the Rev. Walter Colton. His tenure was the longest of any of the fifteen who held down this precarious post. His office was at Monterey.

### ALCALDE'S DUTIES

Following were his duties:

"By the laws and usages of the country, the judicial functions of the Alcalde of Monterey extend to all cases, civil and criminal, arising within the middle department of California. He is also the guardian of the public peace, and is charged with the maintenance of law and order, whenever and wherever threatened, or violated; he must arrest, fine, imprison, or sentence to the public works, the lawless and refractory, and he must enforce, through his executive powers, the decisions and sentences which he has pronounced in his judicial capacity."

The machinery of municipal government, designed to serve a population of only a few hundreds, proved inadequate to meet the demands made upon it by the new conditions.

In early weeks of the gold rush, the city government was virtually suspended when the Alcalde and nearly all the members of the newly-elected Ayuntamiento joined the general exodus to the diggings.

From what has been written



GEORGE CHRISTOPHER  
San Francisco's 31st Mayor

here in brief, it can be noted that the mayors or Alcaldes who preceded our first Mayor Geary, faced a regime "loaded with dynamite" and replete with drama that would make a modern movie thriller seem like a fairy story.

Following are the Alcaldes who served under Mexican rule:

Francisco De Haro, 1834-1835; Jose Joaquin Esrudillo, 1835-1836; Francisco Guero, 1836-1837; Lieut. Ygnacio Martinez, 1837-1839; Francisco De Haro, 1839-1840, (second term); Jesus Noe, 1842-1843; Francisco Sanchez, 1843-1844; Guillermo Hinckley, 1844-1845; Juan Padilla, 1845-1846.

First American to assume the Alcalde post under American rule was Washington A. Bartlett, July 1846 to February 1847; Bryant, served from February 1847 to June 1847; George A. Hyde, June 1847-April 1848; J. Townsend, April 1848 to Sept. 1848; T. M. Leavenworth, from September 1848 to August 1849. Then came John Geary, San Francisco's first chief executive.

It might be interesting to note that George Christopher, elected last year by an overwhelming majority, is the thirty first chief executive to tenant City Hall. A gallery of illustrious public figures preceded Mayor Christopher.

The Panama Pacific International Exposition, celebrating completion of the Panama Canal, opened in San Francisco, Feb. 20, 1915.

not campaign promises...

## BUT EXPERIENCE, INTEGRITY AND A PROVEN RECORD!

- ★ 4 years California State Assemblyman
- ★ 3 years California State Senator
- ★ 3½ years active duty in the Navy in World War II
- ★ 6 years California State Controller
- ★ 3½ years United States Senator



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U. S. SENATOR  
THOS. H.

KUCHEL

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Photographic  
Need

BROOKS Camera  
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### \$10 BILLION ADVERTISING

Advertising will spend a record breaking \$10 billion to promote and plug their products and service in the U. S. this year, the last issue of Printers Ink magazine says.

The \$10 billion would be a gain of \$8 million, or 12.6 pct. over the \$9.2 billion spent on advertising in 1955.

The magazine said all media except radio should realize increased revenue this year, and TV again will probably show the largest gain, percentage-wise.

Newspapers accounted for \$3,087,500,000 or 33.6 pct. This was an increase of 14.6 pct. over the year before to lead in total volume.

Last year TV took in \$1,025,300,000 or 11 pct. of the U. S. total, for a gain of 26.7 per cent over 1954.

Nuestra de la Senora de la Soledad Mission, in Monterey County, was founded October 9, 1791, the 13th of the Franciscan Missions in Upper California.

### New Location

National MOTOROLA Service  
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MOBILE RADIO  
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## RADIO CORPORATION OF AMERICA

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**IKE SENDS PORTRAIT TO JOHN RICKEY**—San Francisco's number one art connoisseur, restaurateur John Rickey, admiring an autographed copy of President Eisenhower's oil painting of Abraham Lincoln. Rickey's Red Chimney restaurant in Stonestown, the Rendezvous Room at the S. P. depot and his Studio Inn, Palo Alto, are well known for their many works of art. The Eisenhower family dined at the Studio Inn during the Republican Convention and the Lincoln portrait was recently sent to join Rickey's other art treasures.



**Bullock & Jones**

San Francisco's

fine store for men,

featuring

Oxford clothes,

Walter-Morton clothes,

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Alan McAfee shoes.

340 Post Street, San Francisco

The Castro House of San Juan Bautista was built about 1825 by Jose Castro, Governor of California, 1835-36.

## GREAT EASTERN

Cafe—Modern & Comfortable

Heart of Chinatown  
Authentic Chinese Food  
Also American & A La Carte  
Chinese Family Dinners  
From \$1.00

Open 11 A.M. to 3 A.M. Every Day  
Dine With Us Once—  
You'll Be a Steady Customer!  
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WHOLESALE FRUIT & PRODUCE

101 Washington Street  
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SAN FRANCISCO

## C. Lyn Fox Quits Call-Bulletin To Assume \$17,000 P.U.C. Post

**C. LYN FOX**, for the past eighteen years, political editor of the San Francisco Call-Bulletin, has been appointed by Governor Goodwin Knight as a member of the California Public Utilities Commission. He succeeds Justus F. Craemer, San Rafael newspaper publisher, who was appointed to the commission in 1939 by the late Governor Frank F. Merriam and twice by former Governor Earl Warren.

Commissioner Craemer, who reached his 70th birthday on Oct. 18, resigned Nov. 1 under a statutory retirement law. He was honored at a reception in the State Building. Aside from his varied political career, he has a colorful one in the newspaper publishing field.

Commissioner Fox took office Nov. 1. The post pays \$17,000 a year for a six-year term.

Peter E. Mitchell heads the five-man commission. Fox will fill out the unexpired term of Craemer which officially ends January 1, next year.

Appointments are made by the governor with the approval of the state Senate. It is regarded as likely that Gov. Knight will appoint Fox for the full six-year term.

Fox is a decorated veteran of two World Wars and commanding general of the Ninety-first Division, U. S. Army Reserve.

### BORN IN IOWA

Major General Fox—he holds that rank in the Reserve—was born November 6, 1894, on a ranch in southeast Iowa and spent most of his youth in the State of Washington.

His schooling, after graduation from Davenport High, was interrupted by World War I for which he enlisted in June of 1916 as a private in the Washington National Guard.

The youthful soldier served with the Second Infantry on the Mexican border, was demobilized in October of 1916 and matriculated at the University of Washington, only to be recalled in March of 1917 for service in France.

### ON WESTERN FRONT

Before he went overseas, he and Zella Bigham were married in Tacoma, Wash. They have a daughter, Mrs. Jean Fox Fuller, of Bel Air, Los Angeles County, and three grandchildren, Lynn Fuller, 15; Robert H. Jr., 14, and Ward, 12.

Armistice Day, 1918, found Fox commanding a company on the hard-fought Mense-Argonne front, as a second lieutenant. He had come through the war unscathed, except for what he described as "a little gas—not enough for hospitalization."

He spent six months with the Army of Occupation in Germany, and returned to civilian life in



**C. LYN FOX**  
New State PUC Member

1919, starting as a free-lance writer. This led to later successes when his stories were published in the Saturday Evening Post and other magazines.

### WAS CITY EDITOR

Fox's newspaper career began as a reporter for the Seattle Post-Intelligencer in 1922. He became night city editor there and, in 1928, came to San Francisco as a rewrite man for the Chronicle.

He was that newspaper's editor from 1933 to 1935; worked for several years as public relations director for the Pacific Coast shipping industry, was on the Examiner for a short time and came to The Call-Bulletin in 1938.

There was a brief interruption when he managed the press section for the Golden Gate International Exposition in 1939; he returned to the Call-Bulletin and remained until 1942, when he was recalled to active military duty.

He went to the Port of Embarkation as a major, and undertook the monumental task of coordinating the flow of material to American forces in the Pacific.

### DIRECTS SUPPLIES

He estimates that 30,000,000 tons of supplies went to Pacific bases under his direction giving General MacArthur and the other commanders the tools of war they so vitally needed to conduct the victorious campaign.

Fox returned to The Call-Bulletin in 1946, and has been in

(Continued on next page)

## C. LYN FOX

(Continued from Page 15)

charge of the paper's political news since then.

His work with the Port of Embarcation won him the Legion of Merit and commendation ribbon with palm leaf cluster. His Army Reserve service, too, has won him many tributes, including special awards from the American Legion and from the state assembly.

Fox is a member of the Press & Union League Club, the Reserve Officers Association, (chapter president), and Past Commander of Post No. 234, American Legion.

## WHIT HENRY

(Continued from Page 5)

towns are deserted and have long since fallen into ruins. There are five such ghost towns in the monument area.

FROM Dante's view, 5,680 feet above sea level, both Badwater and distant Mount Whitney, the lowest and highest points in the United States may be seen. Although Death Valley is primarily a winter resort one can drive across it in the summer. Summer temperatures, however, may be as high as 126 degrees on the valley floor and that is a lot of heat for those who are used to San Francisco's natural air conditioning system.

YOU can meet that returning in-the-service son, husband or just an old friend out there at Fort Mason by simply getting to the pier a while before arrival time of the trans-Pacific transports and standing alongside the gangplank.

How do you find out about the arrival time? It's listed in the maritime news of the dailies. Or you can phone Information at Fort Mason by calling PRospect 6-2200, Extension 501. The big ships come in frequently, some from the Philippines, Korea and Japan, some intermediate islands, and some the short run from Hawaii.

There's no formality about meeting that soldier, sailor, marine, airman or coast guardsman. Just go to the main gate at the pier level and ask for directions. The public information people out there, headed by James A. Sullivan, have developed a system of getting visitors and arrivees together with the least official interference. As the lads come down the aft gangplank—the cabin passengers such as officers, dependents and civilians come down the forward gangplank—you call out to your man and the PIO people get him out of line to come and meet you.

How will you recognize your arrivee? Strange, but even though

he's dressed like hundreds of his comrades and carrying a 50-pound barracks bag on his shoulder and hiding his face, you'll pick him out. Yes, the PIO people have passenger lists, but sometimes on the short runs they're not in alphabetical order and when the rush of men down the gangplank is heavy it takes a minute or two to go through the lists to pick out THE MAN.

The man will have several minutes to talk with you inside the enclosure, and you ladies had better wear strong lipstick, or bring along a renewal, because these lads really make a meeting a MEETING. Even if you don't want to meet anybody, go out there to see others meet them, and you'll see everything from formal handshakes to the awe-struck embrace for a tot a few months old that daddy has never seen before, and daddy certainly will have to learn how to hold.

Fort Mason, by the way, is down there at the bay end of Van Ness Avenue, and is easily reached by buses. Remember, you're welcomed there, and urged to come out and meet your service people.

Whenever I drive along the approach to the Golden Gate Bridge and look bayward toward Crissy Field at the Presidio, I recall the homecoming of the three Douglas round-the-world biplanes. Crissy Field was an important adjunct to military aviation in its struggling days, and the planes had left there weeks before on their epochal circuit of the world.

Highways and hills overlooking the field were lined with spectators. The field itself was available only for official visitors, and vantage points were at a premium.

"Here they come!" and from the northeast they came, three weary one-engine biplanes each carrying a pilot and man-of-all-jobs co-pilot. Slowly they settled onto the runway and came to a stop, turned and taxied to the receiving stand. There history was made in the reception to the first fliers to girdle the globe, way back there when World War I was young in memory and so were the men who fought in it.

Crissy Field . . . where the seaplanes of the PN group started for Honolulu and only one arrived, towed by a submarine while Commander John Rodgers sat at the controls of his inert three-engine biplane.

There are 12 managed, public waterfowl hunting areas in California.

## PALACE CAFE

CHINESE AND AMERICAN FOOD

1843 FILLMORE STREET  
San Francisco

## S. F. C. of C. Backs Proposition 4

By a majority vote of its Board of Directors, the San Francisco Chamber of Commerce has agreed to support Proposition 4, the Oil and Gas Conservation Measure on the upcoming State ballot.

In reaching its conclusion, the Chamber reaffirmed its policy of "Taking positions on matters of broad public interest, no matter how controversial, for the guidance of its members and the public."

## SOBEL IN NEW POST

MAX SOBEL, a former San Francisco Fire Commissioner and long prominent and active in civic affairs, has been appointed by Gov-



MAX SOBEL

ernor Goodwin J. Knight to the San Francisco Bay Area Rapid Transit Commission. Sobel, San Francisco liquor wholesaler, succeeds Cyril Magnus on the transit group.

## Wins Socrates Award

Crocker-Anglo National Bank has begun a national ad campaign with a two-color magazine advertisement placed by Doremus and Co. The bank recently announced that it had been named winner of the Socrates Award for best bank newspaper advertising in 1955-56, sponsored by "Bank Ad-Views." Brischler, Wheeler and Staff also places Crocker-Anglo advertising.

## FEDERAL JOBS OPEN

Clerks and auditors are needed by Government agencies, the United States Civil Service Commission announced. Applications may be obtained at the commission offices, 630 Sansome Street.

As a manufacturing State, California ranked in sixth place in 1950.

## Nello's Pizzeria House

1224 GRANT AVENUE  
San Francisco

## Water Supply Amendment Gets Support of S. F. Chamber of Commerce

Support of State Proposition 15 on the November 6 ballot relating to public water supplies and mutual water companies has been voted by the board of directors of the San Francisco Chamber of Commerce.

Proposition 15 would authorize the State and each political subdivision, district and city to acquire shares of mutual water company stock for the purpose of securing public water supplies, and would repeal existing provisions limiting such right to certain public agencies.

The action followed the recommendation of the Chamber's Legislative and National Affairs Section, of which Vincent Cullinan is chairman.

"This amendment will permit governmental agencies generally to buy stock in mutual water companies if they wish to do so in order that water may be obtained for public use. It does not compel any city, district or agency to buy stock, or require anyone to sell it, but is permissive only," Cullinan said.

"The public will be better off because getting water under mutual water company stock is often the most economical method available."

An adobe structure built in 1776 in the Presidio of San Francisco is still in use as an Officers Club; it is San Francisco's oldest building.

## Gold Spike Restaurant

Italian Dinners served Family Style

All Kinds of Mixed Drinks  
527 COLUMBUS AVENUE  
San Francisco 11  
GARfield 1-9363

## TORINO MARKET

When in Need of  
WHISKY, WINE or BEER  
See Your Friendly Liquor Store  
Fruits & Vegetables  
Imported & Domestic Groceries  
Delicatessen4830 THIRD STREET MI. 7-7416  
FRANK J. FREDIANI  
19 Years Same Location



## Postmaster Fixa Urges Early Mailing For Overseas Forces

Postmaster John F. Fixa has announced that the period October 15th to November 15th has been designated as Christmas overseas mailing period for personnel serving in the military and civilian overseas posts.

The term ARMED FORCES OVERSEAS includes personnel of our Armed Forces, members of



S. F. POSTMASTER JOHN FIXA

their families and authorized United States civilians employed overseas who receive their mail through an Army or Fleet Post Office.

Mail for the Military serving in remote areas should be mailed NOW. Parcels for delivery in Japan and Korea should be mailed early, preferably not later than November 1st. All mail for the Armed Forces Overseas should be mailed before November 15th to assure pre-Christmas delivery.

Parcels sent by air are limited 2 pounds in weight and 30 inches, length and girth combined. Surface parcels may weigh up to 70 pounds, and measure 100 inches in most cases. Consult your nearest post office for the exceptions.

### HOW TO PACK

Pack and cushion well in a strong container. Place a card on the inside of parcel on which appears complete names and addresses of the sender and addressee, as well as a list of the contents. Tie with stout cord, knotted at intersections. Do your addressing on the wrapper in ink.

## HENRY'S FASHION RESTAURANT

270 Market Street  
San Francisco

## William Acton To Practice Before U.S. Supreme Court

William Acton, head of District Attorney Thomas C. Lynch's fraud division has been presented to the United States Supreme Court and admitted to practice there.

Acton, who flew to Washington for the occasion, was introduced to the high court justices by Assistant Attorney General Warren Olney III.

Acton's sponsors for the admission were William Newman, chief judge of the United States court of appeals here, and Farnham P. Griffiths, San Francisco attorney.

A veteran of fourteen years service with the district attorney's office here, Acton has headed Lynch's fraud section for the last six years.

## 5-YEAR PARKING PLAN ASKED BY MAYOR

Mayor Christopher has asked the Parking authority to cover the city's parking needs for the next five or ten years.

He suggested that the authority present "in report form" a review of all data now on hand concerning parking needs in the various sections of the city.

### Other Opinions

He also asked that the authority meet with business leaders in the districts to get their opinions on the problem.

The mayor noted that only \$338,000 of the \$5,000,000 parking bond issue of 1947 has not been allocated. He said the authority ought to plan ahead so financing plans—possibly including another bond issue—can be studied.

### Garage Site

The last big allotment from the 1947 bond issue is the \$2,000,000 being held for development of a Sutter-Stockton garage site.

The mayor's request came as David Thomson, Parking Authority member since 1949, was sworn in for a second term. Thomson was recently reappointed by Christopher.

## Second Name Change in Year For Charles Johnson Agency

Charles P. Johnson Company, which switched its name from the 40-year-old Charles R. Stuart advertising agency one year ago, has added Daniel H. Lewis as a regular partner and changed its name again, to Johnson & Lewis, Advertising.

Lewis joined the agency three years ago after serving as an information officer with the American embassy in Baghdad.

## GROS TELLS ADMEN OF EXPERIENCES AT SUEZ CONFAB

Robert R. Gros, vice president of Pacific Gas and Electric Co., drew on his recent experiences at the Suez conference where he was on loan from his company to NATO, when he told Ad Club members



ROBERT R. GROS  
Vice President  
Pacific Gas & Electric Co.

about "The Diplomats and the Ditch" recently.

As well as briefings with NATO commander Gen. Alfred Gruenther, Gros sat in on the Suez sessions in London, after visiting Paris, Yugoslavia, Vienna, Rome, Naples and the U. S. Sixth Fleet in the Mediterranean.

Gros made his tenth talk before the Ad Club, at the Sheraton-Palace Hotel, more than any other speaker.

Harry L. Bright, assistant vice president of the Pacific Telephone and Telegraph Co., was chairman of the meeting.

## DR. HARIDAS CHAUDHURI DELIVERS LECTURES ON RELIGION-PHILOSOPHY

A series of highly inspiring and educational lectures is being conducted each Sunday morning at 11 o'clock at the Cultural Integration Fellowship, 3494 Twenty-first St., corner of Dolores.

The lectures are being delivered by Dr. Haridas Chaudhuri, Ph.D., author and professor of philosophy and religion at the American Academy of Asian Studies here.

On November 4, Dr. Chaudhuri's lecture will be "How to Overcome Anxiety." Other lectures of the series include "How to Conquer Fear," "Human Effort Against Divine Grace," "Selfishness Against Self-love," "How to Meditate Properly," "The Divine Paradox," "Laziness and Creative Work," "The Christmas Tree," and "The Divine Child."

### GETS PH.D. DEGREE

The lectures are free to the public.

Doctor Chaudhuri was born in Calcutta, India, on May 24, 1913. He obtained his Master's degree from the University of Calcutta in 1936, standing first in Class I in Philosophy. He was the gold medalist of the year by virtue of his securing record marks in almost all subjects. In 1947 he was awarded by the Calcutta University the degree of Doctor of Philosophy for his thesis entitled "Integral Idealism." From July, 1937, to March, 1951, he taught at the different first-grade Colleges of Bengal as Professor of Philosophy and Psychology, and since July, 1942, he was a member of the Educational Service of the Government of West Bengal. In March, 1951, he came to San Francisco on being invited by the American Academy of Asian Studies to join its faculty.

## MISSION APPLIANCE CORPORATION

Manufacturers of  
Automatic Water Heaters  
and Heating Equipment  
1298 SHOTWELL STREET  
Corner Army  
San Francisco 2, Calif.  
Mission 8-1776

## BIG CARE PACKAGE AVAILABLE FOR \$1

The largest CARE package yet distributed in Israel is now available for purchase and shipment at one dollar. William M. Jones, CARE's Northern California director, announced.

The twenty-five pound surplus food package is made up of rice, flour, milk powder and corn meal. Its contents are United States' agricultural surplus foods donated to CARE. The dollar cost covers packaging and distribution.

Donors are not allowed to specify an individual to whom their package is to be sent as these low cost packages are designed for general relief.

Contributions may be made to CARE, San Francisco 11.

## Maiden Lane Jewelers

Expert Watch & Jewelry Repairing

47 MAIDEN LANE  
SUtter 1-1351 San Francisco 8

## Jung New Chairman Of San Francisco Housing Authority

Charles J. Jung, 49, prominent Mason and civic worker, and a member of the Housing Authority since 1950, is reportedly doing a "fine job" as chairman of the San Francisco Housing Authority. He was recently elevated to his new post by Mayor George Christopher to succeed Lloyd E. Wilson, who resigned.

Housing Authority member Al F. Mailloux has been named vice-chairman. Both he and Jung will serve until next April.

Born in Oakland, California, Jung attended public schools in San Francisco and attended the University of California after graduating from Polytechnic High School. He completed his law training at the San Francisco Law School and passed the State Bar examination in 1936. He has been practicing law in this city since.

He has actively participated in numerous civic and community activities. He served as president of the San Francisco Lodge, Chinese American Citizens Alliance for seven terms. He is a director of the Chinese Chamber of Com-



CHARLES J. JUNG  
Chairman, S. F. Housing Authority

merce, and a 32nd degree Mason, being a member of Lincoln Lodge, F. & A. M., and a member of the Islam Temple.

During the war he was a member of the Advisory Board of the Selective Service System.

In 1927 he married Lydia Leong. The Jungs have two sons: Charles Jr., and Aylan both veterans of World War II. Charles Jr. is a graduate of the University of San Francisco and is now with the U.S. Customs Service. Aylan is a student at the University of California. Their grandson, Lloyd is three months old.

Jung was first elected to the Recreation Commission in 1948 by Mayor Robinson. In 1949, on the consolidation of the Recreation and Recreation Commission into the

## Ed Montgomery Elected Head for Second Time Of Press & Union Club

Ed Montgomery, ace reporter for the S. F. Examiner, last month was elected president of the Press and Union League Club. This marks the second time that Montgomery will head the club with its more than 3,500 members. He succeeds Paul Speegle, columnist for The Call-Bulletin.



ED MONTGOMERY  
Ace Examiner Reporter

In a hotly contested race, Montgomery won by a "close but decisive" margin over his opponent, C. Lyn Fox, political editor of the S. F. Call-Bulletin. Fox congratulated the winner and promised to give him "wholehearted cooperation."

### SPEEGLE PRAISED

Speegle came in for warm praise for his "outstanding work" during his regime.

Other officers elected were Ray Leavitt, first vice-president; A. J. ("Jim") McCollum, second vice-president; Eric Cullenward, re-elected secretary, and Ralph J. A. Stern, treasurer. Directors elected were Emmett Fitzpatrick, Graham Kisselsbury, Ronald W. Wagoner, Roy N. Buell and Richard Reinhardt.

The site of the discovery of San Francisco Bay, Sweeney Ridge about four miles west of Millbrae in San Mateo County, Nov. 4, 1769, bears a historical marker.

Robinson appointed him to the Housing Authority in April, 1950.

Jung was elected vice-chairman in April, 1955 and elected chairman last September 20.

Last month he represented the San Francisco Housing Authority at the national convention of the National Association of Housing and Redevelopment Officials in New York City.

## Candidates for Police Department May Get Psychiatric Screening

THE CIVIL SERVICE COMMISSION expects to hold another examination to recruit new policemen early next year, it was announced recently.

Norman Ecklund, chief of the examining division, said he was circulating other big cities to determine the latest examination techniques in use elsewhere.

So far only two cities have replied, Ecklund said.

### Tighter Examinations

The Police Commission last August asked the Civil Service people to tighten the examinations and also to investigate psychiatric screening of applicants.

"We are reviewing the standards in every respect," said Ecklund. "This is our usual procedure, something we do before every new police examination."

"The results of my research will be given to the Civil Service Commission, and then to the Police Commission and the Chief of Police."

### To Advertise

Chief of Police Frank Ahern meanwhile said he will try to obtain free billboard space for outdoor advertising, and posters in Muni buses and streetcars, to help the effort to bring in a number of candidates.

"We want a large number of applicants," Ahern said, "so we can weed many of them out and take nothing but the best."

## Jefferson A. Beaver Gets Post As Member Of The S. F. Housing Authority

Jefferson A. Beaver, vice-president and secretary of the Trans-Bay Federal Savings and Loan Association of San Francisco, and a Californian for more than forty years, is happy in his first political post as a member of the San Francisco Housing Authority. He was appointed recently by Mayor George Christopher to fill the unexpired term of Lloyd E. Wilson who resigned as chairman of the Authority.

### MEMBER DEMO CCC

Mr. Beaver is a Democrat. Some seven years ago he was elected a member of the Democratic County Central Committee.

Born in Missouri, Mr. Beaver has made his home in San Francisco the past 14 years. He was educated in the Oakland public schools and was graduated from the University of California in 1936.

Active in civic activities, Mr. Beaver is a member of the Board of Governors of the United Bay Area Crusade; a member of the board of directors of the S. F. Planning and Housing Association; president of the San Francisco-Oakland Urban League;



FRANCIS J. AHERN  
Chief of Police  
City and County of San Francisco

## 6 CABLE CARS SOLD BY CITY FOR \$6537

A total of \$6,537 from the sale of six surplus cable cars recently went into the city coffers.

Gridley Realty Company, 432 Geary Street, won three of the cars in the bidding, paying \$1,235 each for two of them, and \$1,150 for the third.

The contracting firm of Rothschild, Raffin & Weirick paid \$1,200 for one of the cars, which will be fitted out as a traveling field office for construction jobs.

The remaining cars went to the Lake County Fair for \$857, and to G. A. Williamson, of Sacramento for \$822.

There were nineteen bidders. Among them was the Danbury, Connecticut, State Fair, which offered \$805 for one of the cars.

Other bidders included Koret of California, clothing manufacturers; Louis Gobel, Thousand Oaks wild animal dealer; Tinkertown Carnival Company of Hollywood; King Norman's Wonderland of Concord; The Hill Villa, of Portland, Oregon; and Bimbo's 36 Club.

vice-president of the S. F. Council for Civic Unity; president of the San Francisco Branch of the National Association for the Advancement of Colored People, and treasurer and vestryman of St. Cyriacs Episcopal Church.

Mr. Beaver is the father of three children, Jane, 12, Jeffrey, 5, and Jon, 3. The Beavers reside at 1335-45th Avenue, San Francisco.

Efficient Service During Elections . . .

# Registrar of Voters

## Performs Many Important Functions

By THOMAS A. TOOMEY  
Registrar of Voters

**THE OFFICE OF THE REGISTRAR OF VOTERS** as it now exists was created by charter provisions in the current charter adopted in 1931 and put into operation on January 8, 1932. Prior to this the Department of Elections was conducted under the supervision of an election commission. The charter discontinued the commission form of election procedure and provided for the operation of the department by a Registrar of Voters who has responsibility for the conduct, management and control of the registration of voters and of the holding of elections and of all matters pertaining to elections in the city and county.

The department of the Registrar of Voters is divided into three principal functions:

First, the unit under Registration provides for the registration of voters, the processing of affidavits, and all matters relating to registrations. The general procedure is to conduct a concerted drive for registrations immediately prior to the closing date before each election. This is done by establishing approximately 40 outside registration depots throughout the city, manned by deputy registrars, for the convenience of the public. These facilities are provided so a large number of persons may register to vote without applying at the office of the Registrar at the City Hall.

### 85,000 AFFIDAVITS

During the registration drive just closed for this coming election, the Registrar processed over 85,000 affidavits of registration. He also sent a number of deputies into the field where there were to be large gatherings or where the facilities for registration would make it convenient for large numbers to register either on the job or while attending meetings. Of course, under the constitutional provisions, deputies are also sent into the field to cover hospitals, rest homes, and even into the homes of persons who through physical mishap or illness are unable to reach one of the registration depots.

The Registrar's office, while not



THOMAS A. TOOMEY  
Registrar of Voters

directed by mandate to perform such functions, is interested in obtaining as high a registration figure as possible and to this end the office participates with citizens' committees in these registration drives by providing whatever facilities and help it can in furthering this worthy activity.

These same people are accorded the privilege of voting by absentee ballot. The ballots are mailed to them upon application and they must mark the ballot before election day, but have sixteen days thereafter to get the ballot back to the Registrar. Included in this operation is a large addressograph plant through which are addressed within a short period 400,000 or more envelopes. The material prepared by the election unit is inserted in these envelopes and mailed to the voters at least ten days prior to the election. For the coming election the voter will find included with this material a pamphlet explaining the local

propositions and containing arguments pro and con. It will also contain a booklet which is printed and furnished by the state which sets out in full the state constitutional amendments and initiative propositions together with arguments pro and con for each proposition.

### TO INFORM VOTERS

In addition to this, a card is placed in the envelop which shows the address of the polling place for each voter. On the reverse side of this card is printed the officers to be elected and the propositions to be voted upon. This is done for the convenience of the voter so that he may be fully informed on all candidates and issues before he goes to the polls, and by bringing the card with him he may complete his voting in a very short time and avoid congestion during the voting period on election day.

Depending upon the type and size of the election, between 40 and 60 tons of mail are sent out which is handled directly between the Registrar's office and the Post Office in the City Hall. The Post Office offers the services of a number of experienced clerks who route the mail and send it directly to the stations wrapped for each carrier. In addition to the mailing operation the addressograph department also provides the offset maps for printing the index of voters which you will find hanging on the wall at each polling place.

### PURPOSE OF INDEX

Purpose of this index is to enable the election judges to find the name of the voter quickly, and also to rule out during election day up to 4 o'clock on the hour all persons who have voted within the precinct. These lists are usually available to candidates and campaign committees for mailing purposes at prices fixed by state statute.

This particular unit in the office also handles the absentee voting,

receives applications for ballots commencing twenty days before the election and continuing until five days before the election, at which time absentee balloting ceases. The reason for discontinuing absentee balloting five days before election is to give the Registrar an opportunity to compile a list of those who voted absentee by precinct. These lists are forwarded to the inspector of each precinct together with his other supplies on the Sunday morning before election as a rule-off guide for him to prevent persons from voting both absentee and at the polls.

### IMPORTANT UNIT

This unit also conducts the canvass of the vote. Upon the close of the polls on election night, the election officers copy the results from the back of the voting machine on a form provided for that

(Continued on Page 21)

Mission 8-3270 Paul Vittori

### VITTORI BROS.

FRUITS — VEGETABLES  
POULTRY  
FANCY GROCERIES  
HARDWARE  
HOUSEHOLD GOODS

3820-26 MISSION STREET

Bu. LU 6-8051 Res. PL 5-2620

### GOLDEN WEST

SHEET METAL WORK  
All Types Sheet Metal Work  
REPAIRS — CHIMNEYS — FLUES —  
ORNAMENTAL IRON — WELDING  
YOUNGSTOWN KITCHENS  
DUTCH BOY PAINTS — LUMBERING  
345 JUDAH STREET  
Paul P. Supanich San Francisco 22

### Independent Mexico City Cafe

Our Mexican Cooking Is Constantly  
Initiated — But Never Equalled  
Open 11:30 A.M. to 8 P.M.  
Closed Mondays

BAview 1-551\* 1792 HAIGHT ST.

## Cattolica

WHOLESALE FISH CO.

### FRESH AND FROZEN FISH

FOOT OF HYDE STREET

PRospect 5-6474

or

PRospect 5-2279

SAN FRANCISCO, CALIF.

## SUNRISE PRODUCE CO.

201 Washington Street

San Francisco

## DAY & NIGHT

### Television Service Company

Any Make or Model Seven Days a Week

9 a.m. - 10 p.m.

FREE ESTIMATES on Antenna Installations

1322 HAIGHT STREET

UN. 3-0793 - Also UN. 3-1836

## CITY EMPLOYEES

Get Acquainted Save 50c Regular \$1.75

3-Minute Car Wash Only \$1.25 with This Ad

Fastest and Cleanest in the World

*Lustravash*

444 DIVISADERO (near Fell St.)

KL. 2-1541

## WEST COAST BEAUTY SUPPLY



786 Mission Street

San Francisco

EXbrook 2-0963

## BIG HORN BAR-B-QUE

"Always a King Henry VIII Feast"

ALSO DELIVERED—FREE

*Two Locations for Your Convenience*

TURK & JONES OR HYDE & GEARY

TWO COCKTAIL LOUNGES AT 210 JONES ST.

AT EITHER RESTAURANT

15 Oz. NEW YORK STEAK DINNERS

*Includes Soup, Salad, Baked Potato, Hot Buttered French Bread, Drink*

**\$2.25**

PARTIES OF 10—\$20

All of our steaks, chops & roasts are cut from U. S.

Dept. of Agriculture Graded Choice Steers

Our Ice Boxes Are Open for Inspection

CHICKEN, SPARERIB, HAM, BEEF, PORK ETC.

DINNERS \$1.50

*Our 3 Barb-B-Cue Pits Capable of Cooking 200 Chickens per hour*

Jim Beam Bar Whiskey..... .35

Manhattan, Martini and Highballs..... .35

*Call PRospect 6-1115*

## EXPANSION BAR

BUD and LOU

2124 Market Street

MA. 1-9273

SAN FRANCISCO

CLOSED MONDAY

*Flaming Shish Kebab—\$1.50*

SERVED 6-11:45 P.M.

## COPPER LANTERN

1335 GRANT AVE.

SU. 1-8936

RALPH G. RICHES

D. J. "BOOTS" ARCHER, JR.

Underhill 1-1060

## PUMP REPAIR SERVICE CO.

*Pumping Equipment - New - Rented - Repaired - Installed*

690 TENNESSEE STREET

SAN FRANCISCO 7, CALIF.

## BUON GUSTO RESTAURANT

555 BROADWAY

SAN FRANCISCO

## PALACE BATHS

85 Third Street

EXbrook 2-9856

SAN FRANCISCO

## GIVING VALUABLE INFORMATION



Important tete-a-tete—Charles Rogers, Chief Clerk of Elections, shown discussing election procedures with a candidate in the administrative office of the Registrar.

### Registrar of Voters

(Continued from Page 19)

purpose, and one copy of this form is posted on a form provided for that purpose, and one copy of this form is posted in the polling place and the other is returned to the City Hall together with supplies.

A corps of tabulating clerks canvasses the unofficial returns on election night from this form and the results are given to the newspapers and radio and television for publication. Five days after the election the official canvass of the vote commences by reopening the voting machines after they are returned to the warehouses. A dif-

ferent group again takes off the results from the voting machines and sends them to the Registrar's office in the City Hall where they are compared with the results taken off by the election officers on election night. If there is any variation of the figures, the machine is rechecked with careful emphasis on the public counter and the protective counter to make certain that it has not been changed and the final official canvass is that which is last taken from the machines. From long experience, it is found that very few differences occur and the results on election night are almost invariably the same results as shown on the official canvass.

If an election is close, candidates or their representatives, or sponsors and opponents of propositions are invited to witness the canvass of the vote to satisfy themselves that the canvass is absolutely correct.

This differs somewhat from the use of paper ballots—with paper ballots and a close election, it would be necessary for the candidate or the proponent or opponent of a proposition to show cause why a recount of the paper ballots should be made.

### ELECTION UNIT

The second unit in the office, also a most important one, is the election unit which handles the declaration of candidates, the collection of filing fees, the filing of initiative petitions, and the preparation of a vast amount of printed

This group also takes the canvass from the machines as stated above. A crew of experienced voting machine adjusters is available during election day to adjust any troubles that may possibly develop during the voting period. The machine is foolproof and cannot easily go out of order so that most difficulties are confined to such minor things as light failures, etc.

The Registrar's office is also interested in a get-out-the-vote campaign such as the one which was recently conducted. The tendency of the voters toward neglecting this very important civic and patriotic duty is becoming alarming and it is time that the support of all civic-minded organizations be enlisted to help in a get-out-the-vote campaign. The Registrar is participating in the

## ABSENTEE VOTERS PULL LEVERS



ABSENTEE VOTERS shown casting their ballot in main office of Registrar of Voters in City Hall. The voting machines are set up twenty days before election and close five days before Nov. 6. This service is provided for voters who are out of the city on Election Day. Man at table is one of crew of twenty Post Office employees mailing out envelopes containing sample ballots and pamphlets explaining the ballot propositions.

material that goes into making up an election. This unit also handles the administrative work of the office, the hiring of election officers, the renting of polling places, and the actual conduct of the election.

The third unit is under the jurisdiction of the custodian of voting machines. There are 1,646 voting machines in San Francisco which are stored in two warehouses, one located at 150 Potrero Avenue and one at 1440 Broadway. This unit employs about 40 men to keep the machines in proper order throughout the year, to set the machines for use at each particular election, to insert the ballot label strips, and to handle the delivery and return of the machines to and from the polling places. Three working days are allowed to deliver the machines and set them up ready for use, and two days for their return.

campaign to the extent permitted by state law. It is done strictly on a non-partisan basis without regard to candidates or propositions.

The Registrar's office is continuing to grow with the City and endeavoring to keep operations up to date; its aim—to conduct elections on the most efficient and economical plan.

## Appeals Board Grants Sidewalk Cafe Permit

Enrico Banducci has added a touch of Paris to Broadway! He got the O.K. to operate the first outdoor cafe in the city.

The Board of Permit Appeals recently overruled Health Department objections to granting Banducci a permit for a sidewalk cafe at 504 Broadway.

The Health Department didn't fight very hard.

Acting Health Director Erwin C. Sage told the board Banducci

has agreed to certain health safeguards, and in view of this the department had no objections to being overruled.

The safeguards, dictated as a condition of the permit, include section (inside) from the outdoor to separate the main dining section (inside from the outdoor tables). Also a promise to stop serving food outdoors "whenever an objectionable dust or insect condition arises."

### NUN GETS STATE POST

Governor Knight has announced appointment of Sister M. DePaul Oberli, director of nursing at San Francisco's St. Mary's College of Nursing, to the State Board of nurse examiners.

Eighty per cent of used cars bought in the United States are covered by public liability insurance, according to the National Automobile Club.

### DOUBLE M

Service Station & Garage Maintenance  
Complete Servicing—Gasoline Pumps  
Hoists, Compressors,  
Grease Equipment, Etc.

26 SHOTWELL

MArket 1-8275

### KENYON-SPENCER Inc.

1173 Howard Street  
San Francisco

## MR. T's Steaks \$1.09

NEW YORK STEAK  
BAKED IDAHO POTATO  
TOSSED GREEN SALAD  
FRENCH BREAD

All for \$1.09

1032 Market Street

## NISHIYAMA ASSUMES POST AS JAPANESE CONSUL GENERAL

Akira Nishiyama assumed his new duties here recently as San Francisco's Japanese consul general. He succeeds Yasusuke Katsuno, head of the San Francisco consul for almost four years.

A veteran of 20 years foreign service, Nishiyama was deputy director of the Economic Affairs Bureau before assuming his new post. His foreign posts have included London, Geneva, Ankara and Calcutta.



AKIRA NISHIYAMA (left)  
Japanese Consul General here.

YASUSUKE KATSUNO  
his predecessor.

"It is my hope that trade between the two countries through the Port of San Francisco will increase," Nishiyama remarked.

Nishiyama said the Japanese textile industry hopes to increase its textile exports to this country by concentrating on the manufacture of higher priced cloth.

### LARGEST INDUSTRY

He said that this was Japan's largest industry and that the United States was its largest customer.

"However, the trade ratio between the two countries in 1955 was 4 to 1 in favor of the United States. We hope to be able to equalize this trade ratio in the near future," Nishiyama stated.

The new consul's wife is a graduate of the University of Texas.

The consul general in San Francisco represents the Japanese government in Northern California, Nevada, Colorado and Utah.

The Katsunos sailed on the SS Wilson for Japan.

### MUNICIPAL JUDGES

There will be no changes in assignments of San Francisco's twelve municipal court judges for the last quarter of the year, Presiding Judge Clayton W. Horn announced.

## Heads Several Firms . . .

## Elmer James Towle Promoted to Four-Stripe Captain of United States Naval Reserve Here

A PROMINENT figure in San Francisco civic and business affairs, Elmer James Towle was recently promoted to four-stripe captain of the U. S. Naval Reserve.

"I feel quite honored in being elected to this high post and being made a four-stripe captain," he said.

Captain Towle for the last three years has been Commanding Officer of Naval Reserve Company 12-1 with headquarters at Building 178, Treasure Island. He served three and one-half years in World War II, receiving the Secretary of Navy Commendation Medal.

### SEVERAL DEGREES

He is a graduate of the University of San Francisco, receiving a B.S. degree, also attended the University of California and University of Nevada, receiving certificates in Industrial Mobilization and Planning.

He is a native of San Francisco.

His civilian activities are varied as he is active in many fields. He is president of the E. J. Towle Company, silversmith manufacturers; chairman of the A. B. Boyd Company, manufacturers and jobbers of industrial items; president of R. W. Webster Company, building supplies; president of Etco Corporation, real estate division; vice president of Skyline Plastic Company, manufacturers of plastic irrigation pipe.

Captain Towle pioneered the zipper industry in the eleven Western States as a vice president of Talon, Inc., world-wide manufacturers of zippers.

### DONATES HANDBAGS

For the last four years he has been a member of the San Francisco Planning Commission. He is a charter member of the South of Market Boys and has donated every year the handbags that are given to the honor guard from Laguna Honda on Mothers' Day. He is a member of the executive committee.

He is a director of St. Anthony's Dining Room, a director of St. Vincent de Paul Society, a trustee of the San Francisco Sierra Club, and a member of St. Monica's Catholic Church.

### VARIED INTERESTS

His club life consists of being a member of The Family, St. Francis Yacht Club, The Elks, Corinthian Yacht Club of Belvedere, Zane Irwin Post American Legion, Stanford Parlor of the Native Sons, South of Market Boys, Sigma Alpha Epsilon Fraternity, Navy League and Reserve Officers Association, and Naval Order of the United States.

Captain Towle is single and lives with his mother at 685 - 27th Avenue, San Francisco. His summer



CAPT. ELMER JAMES TOWLE  
San Francisco City Planning  
Commissioner

residence is at Belvedere, Marin County, where he keeps his pleasure boat, the "Zipper."

Captain Towle's great ambition has been realized as he has followed in the footsteps of his great grandfather who was a Yankee skipper of the old sailing ship days, out of New Hampshire and Maine.

Newsprint, valued at \$14,873.450 was the fifth largest import commodity received through the San Francisco Customs District in 1953.

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Lafayette Club  
Van Ness Polk Civic Council  
Columbus Civic Club  
Republican County Central Committee

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Pro-America  
Republican Assembly  
Retail Grocers of San Francisco  
San Francisco CIO Industrial  
Union Council  
Council of Republican Women  
Associated War Veterans

He Has Earned Our Support!

## "California Livestock Man Of Year" Title Awarded To John H. Guthrie

**JOHN H. GUTHRIE** OF PORTERVILLE, cattle ranch operator and former president of the California Cattlemen's Association, has been named "California Livestock Man of the Year" by the San Francisco Chamber of Commerce in its annual quest for the man contributing most importantly to the State's livestock industry.

Selected by a special Section of the San Francisco Chamber's Agricultural Committee composed of 20 livestock industry leaders from all parts of the State, Guthrie will receive a silver tray and honors during "Chamber of Commerce Night" at the Grand National Livestock Exposition in the Cow Palace on Saturday night, November 3. His portrait will be hung permanently with those of previous winners in a special niche at the Cow Palace.

Guthrie was feted recently at a press conference and industry luncheon in the Fairmont Hotel.

### YEARLY AWARD

The San Francisco Chamber award has been made yearly since 1950 to spotlight especially worthy achievements in the livestock field and to give evidence of the importance of the industry in California.

Guthrie was selected, according to Henry Schacht, chairman of the Chamber's Livestock Man Award Section, "because he has contributed so outstandingly to the progress of the beef cattle industry in California, has consistently improved the quality of his cattle and the productivity of his range, pioneered the use of green chop alfalfa in commercial beef cattle feeding, and has been outstanding in public service to his industry."

A native Californian, born at Whitewater in the Sierra foothills of Tulare County, Guthrie at an early age was exposed to the cattle business on the Guthrie family ranch in Porterville. He began full time ranch work after graduating from high school in 1931.



**JOHN H. GUTHRIE**  
Prominent Cattle Raiser

## Cal-Vet Interest Rate To Stay 3 Per Cent

The interest rate on "Cal-Vet" home and farm loans to war veterans is not likely to rise above 3 per cent, despite the unusually high cost of the California Veterans Bonds sold earlier this month.

In issuing this statement, Director J. Marvin Russell of the State Department of Veterans Affairs pointed out that the California Veterans Board reaffirmed the 3 per cent Cal-Vet interest rate on October 5th, two days after a \$35,000,000 block of bonds was sold to lenders at a net interest cost of 2.7957 per cent.

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## U. S. Gives Milk

A first shipment of 4500 tons of powdered milk for school lunches for Japanese children left this country from Oakland recently on the SS Auburn, following a send-off ceremony in which U. S. and Japanese officials took part.

San Mateo County bears the Spanish name of Saint Matthew.

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FOR PROPOSITION 4**



# CITY-COUNTY RECORD

Vol. 23 — No. 12  
DECEMBER, 1956

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THE MAGAZINE OF GOOD GOVERNMENT



**DR. ELLIS D. SOX, Director**  
*Department of Health, San Francisco*

*(See story on Page 3)*

## Judge Arata Praises Weinberger As He Moves To Superior Court

JUDGE RAYMOND J. ARATA, elevated from the Municipal Court bench to the Superior Court in last month's election, pledged to administer his duties "with a sense of grave responsibility to the electorate."

Arata, defeated Municipal Judge Alvin E. Weinberger in the only local judicial race.

Declaring that he will "make every effort to merit the continued support of the people of San Francisco," Judge Arata said:

### LAUDS OPPONENT

"I wish to congratulate my opponent upon conducting the campaign on a high plane in keeping with the dignity of the office to which we both aspired. I sincerely hope that in the near future he also will be elevated to the superior court."

Judge Weinberger said:

"The contest was a most enlightening experience for me. I consider it no disgrace to lose to a man of the caliber of Judge Arata."

### NATIVE OF S.F.

Judge Arata, 50 year old native San Francisco, won the Superior Court post being vacated by Judge I. L. Harris, who some months ago announced his retirement effective December 31.

Arata was appointed to the Municipal Court in April of 1952 by Chief Justice Earl Warren, then governor of California.



SUPERIOR COURT JUDGE  
RAYMOND J. ARATA

## Permit Appeals Board To Stage Christmas Fete for Old Folks

A Christmas party, complete with gifts and a movie, will be given for old folks at Laguna Honda Home by members of the San Francisco Board of Permit Appeals.

According to Joseph C. Tarantino, chairman of arrangements, the highlight of the party on the evening of December 20, will be showing of a motion picture titled "Magnificent Obsession."

Members of the Board and their wives will act as hosts distributing gifts, candies and cigarettes.

Besides President Harold C. Brown the Board is comprised of Vice President Joseph C. Tarantino, Clarence J. Walsh, Ernest L. West and Peter Tamaras, and J. Edwin Mattox, Secretary.

## Board Of Supervisors To Be Honored Guests At MEEA Annual Fete

The San Francisco Board of Supervisors will be guests at the annual dinner-meeting of the San Francisco Municipal Executive Employees Association to be held at the Press and Union League Club on Wednesday, December 12, at 7 P.M., according to Ed Mattox chairman of the program committee.

John G. Bucato, president of M.E.E.A., will emcee the function.

## Robinson Lauds Leaders Aiding Work of Redwood Empire Group

REED W. ROBINSON, president of the Redwood Empire Association of San Francisco, recently lauded the selection of outstanding community leaders to further the Association's manifold operations for the City and County of San Francisco during the 1956 - 1957 fiscal year.

The statement by Robinson followed the certification of the election of the association's 1956-57 Intercounty board of directors and the election of Frank C. Runyon as County vice president.

As vice president, Runyon will represent the San Francisco County directorate on the association's executive board. He was elected at a recent meeting of the San Francisco county directors, in San Francisco.

### ADDITIONAL DIRECTORS

Under the association's bylaws, it was pointed out by Robinson, the following additional groups automatically become directors:

County Supervisors: Joseph Casey, Francis McCarty, James J. Sullivan, James Leo Halley, J. Eugene McAttee, Dr. Charles Ertola, Harold Dobbs, John J. Ferndon, William C. Blake, Clarissa S. McMahon, and Henry Rolph.

Golden Gate Bridge Directors: Ben K. Lerer, Phillips S. Davies, Daniel F. Del Carlo, Joseph J. Diviny, William J. Hadele, Dan E. London, and Maurice Moskowitz.

### NEWS - RADIOMEN

Newspaper Representatives: Gray Creveling, San Francisco Examiner; Henry Kuserow, San Francisco Call-Bulletin; C. E. Gilroy,



REED W. ROBINSON  
President, Redwood Empire Assn.

San Francisco Chronicle; Henry J. Budde, Budde Publications; George H. Allen, City and County Record Radio and Television Station Representatives: Jack R. Wagner, KNBC; Victor Reed, KGO; Robert L. Templeton, KFRC; Jerry Friedman, KYA; Henry Untermyer, KCBS; Norwood J. Patterson, KSAN; Charles Pendleton, KJBS; Phil G. Laskey, KPXX-TV; Harold P. See, KRON-TV; and Vincent Francis, KGO-TV.

## Santa Arrives Via Cable Car

Santa Claus made an early arrival in San Francisco via a decorated cable car, amid the thousands of balloons cascading along Market Street, to open the annual Christmas Festival of the Emporium.

This year's festival will include an ice show which will be presented

Monday and Saturday at 2:30 p.m. until Dec. 22.

The show will be presented in the auditorium. Atop the roof of the store the carnival rides were opened for youngsters and will remain available without cost until Christmas.

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# HEALTH DIRECTOR DR. ELLIS D. SOX

## *A Competent Medical Practitioner Who Knows How To 'Sell' Health*

By WILLIAM FLYNN, Record Staff Writer

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DEC 10 1956

(PERIODICAL DEPT)

**D**R. ELLIS D. SOX, Director of Health for the City and County of San Francisco, probably is the only medical man in town with more than 800,000 patients.

Naturally, he does not treat the aches and pains of each of them individually. He has several assistants including those who are members of the San Francisco County Medical Society.

### BROOKS' AUTHORITY

Although members of the Society sometimes seem to give the impression they think they are running the multi-million dollar a year hospital, they have been discouraged in that respect by Chief Administrative Officer Thomas Addison Brooks who exercises Charter granted authority over the Department—among other things.

Doctor Sox serves as San Francisco's \$16,000 a year Health Director at the pleasure of the Chief Administrative Officer who, at the present writing, is serving without pay while a suit contesting the eligibility of his appointment beyond the retirement age dwaddles through the courts.

The philosophy of the Health Department administration, under Dr. Sox, a tall, shy, quiet spoken individual, is quite simple. He merely carries out the will of the people in regard to governmental functions as they concern public health, within the geographical boundaries of the City and County of San Francisco.

### EXTENSIVE DUTIES

These duties are somewhat extensive.

The Department has an annual operating budget of approximately \$13,000,000. The number of employees is more than 2,600.

In addition to the normal preventive medical services customarily rendered by a public health department, the San Francisco operation includes administration of all county institutions for the indigent sick, the tuberculous, and custodial care of the infirm and aged.

The institutions include San Francisco Hospital, with 1,200 beds, including 425 for tuberculous patients and 80 beds for those suffering acute psychiatric illness. The Hassler Health Home, in San



DR. ELLIS D. SOX  
Director, Department of Health  
City and County of San Francisco

Matteo County, has 270 more beds for tuberculous patients.

### OTHER DIVISIONS

The other divisions of the Department include:

The emergency hospital service that is considered one of the finest operations of its kind in the United States.

The Adult Guidance Center. This is an out-patient clinic for chronic alcoholics, and treats an average of 39,600 patients annually.

The Crippled Children's program.

A medical and nursing service for the public and parochial schools of San Francisco whose total enrollment is in the neighborhood of 160,000 pupils.

Two venereal disease clinics are operated in the city.

A case-finding program in prevention of tuberculosis.

A sanitation program that includes enforcement of all State and local provisions relative to milk

production and distribution, the plumbing code and the housing code.

Dr. Sox assumed his duties as San Francisco Health Director on February 25, 1952, succeeding the one and only Jacob C. Geiger, who gave San Francisco a flamboyant health department for almost twenty years and sold "public health" to the citizens.

### LESS SPECTACULAR

The Dr. Sox administration has been somewhat more on the less spectacular side and it is a matter of opinion which system is the most effective. During the Geiger regime the foundation of the present health administration was laid. Then there came the time, perhaps, when more cautious administration was required for efficient operation.

At any rate, Dr. Sox was not inexperienced in the field of public health when he took over the department four years ago. Ever since he had qualified to practice medicine, he had been engaged in public health work.

"I've always received my pay checks from government," he says.

### NATIVE OF OREGON

Dr. Sox was born at Albany, Oregon, the son of Carleton and Bertha Ellis Sox, on August 8, 1908. He received his undergraduate education at Albany College, now Lewis and Clarke College of Portland; and his Bachelor of Arts Degree from the University of Oregon Medical School in 1935.

His wife, the former Lilea Johnson, is a graduate of the St. Luke's School of Nursing in San Francisco. They are the parents of one daughter, Nancy Janice, 13, a student at the Giannini High School. The family home is at 375 Country Club Drive, San Francisco.

### ROTATING INTERN

After he was graduated from medical school, Dr. Sox joined the organization that eventually he was to administer—although the journey to the top was not a direct route.

He became a rotating intern at

San Francisco Hospital in 1935 and a year later he was named house officer in medicine and tuberculosis.

He concluded that appointment on March 15, 1937 by going to work for the California State Department of Public Health.

### TWO RESPONSIBILITIES

For the state he had the rank of Junior Medical Officer. He had two general responsibilities.

1. The operation of a mobile X-ray unit for case finding of tuberculosis among migrant agricultural workers in the Sacramento and San Joaquin Valleys, an area that covered 4,000 square miles and included a considerable number of those individuals who gave inspiration to Steinbeck's "Grapes of Wrath."

2. Education and vaccination of migrant agricultural workers in the San Joaquin Valley, primarily against typhoid fever.

If you think that assignment wasn't something, try again. His patients, in the past, seldom had "took" to such ideas.

Dr. Sox was required not only to be a competent practitioner of medicine.

(Continued on Page 4)

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## DR. ELLIS SOX

(Continued from Page 3)

icine but he had to be something of a diplomat.

Teaching his patients something of public health required a tactful touch that President Eisenhower might find valuable in the State Department at the present time. It is rather difficult to imagine Secretary Dulles exchanging small talk with anyone let alone a migrant field worker of the Thirties, all the time waving a needle rather than a travel ticket.

### CONTINUED EDUCATION

While thus employed by the State, Dr. Sox continued his education. He was granted a Certificate in Public Health from the University of California School of Public Health in 1938 and was certified by the American Board of Preventive Medicine and Public Health on February 9, 1950.

In 1938 Dr. Sox resigned his state appointment to become the health officer of Tulare County. Typical of the social and economic life of that California agriculture area, one third of the total population went on relief when the cotton picking season ended. The relief regime usually continued for four months, until another crop demanded the service of the human machines who were left to fend for themselves during un-needed periods, given less care than a tractor which at least was given housing.

Dr. Sox recalls this period with this remark:

### MIGRATORY WORKERS

"I am therefore familiar with the sanitation and other public health problems of agricultural migratory workers."

That might be classed as almost a master piece of understatement. Dr. Sox left Tulare county on January 13, 1941 to become Chief of the Bureau of Local Health Work for the California State Department of Public Health. A year later he was named Chief of the Division of Local Health Service and held that position until his appointment as Dr. Geiger's successor at Director of Health for San Francisco in 1952.

### "SELLS" PUBLIC HEALTH

As a state health officer, Dr. Sox in effect, was a salesman of public health. He had the responsibility for promotion and development of local health departments, and when he resigned 97 per cent of the population of California was served by organized public health departments.

He received something of a financial education during this period. He was responsible for the administration of state subsidies to local health departments and as those who have sought to condense such individuals as Controller Harry Ross of San Francisco with digits

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*Autographs*

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only to come down with the fight—he has learned a lot.

### SOMETHING NEW

While Dr. Sox was serving his latest tour of duty with the state, he frequently was called upon to serve as Acting Director of public Health. This was nothing new. By appointment of then Governor Warren he served as three weeks interim appointment as State Director of Public Health. He was 33 years of age at the time.

When Dr. Sox took over Dr. Geiger's chair in the Health Building he faced something of a problem.

Dr. Geiger was "Mr. Public Health" in San Francisco. He had not only been a more than usually competent public health officer, but he had been a showman the like of which few could equal.

### NOT A SHOWMAN

Dr. Sox was not a showman. He more nearly represents the school of professional business management that is coming into vogue to replace the rugged individualists who are colorful, accomplish great things, but frequently are wearing on the nerves.

Whether by deliberate design or intuitive knowledge of just what the right thing was, Dr. Sox did not attempt to top the master in the administration of public health in San Francisco.

### CREATED NEW ROLE

He created a new role. He was the "good, gray administrator," not exactly the "Man in the Gray Flannel Suit," but one who did his

job without the benefit of spot lights and column inches of space in the newspapers.

Strangely enough, he has been successful.

(Continued on Page 21)

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Notables Have Held Similar Posts . . .

John Brucato Puts Zest in San Francisco's Municipal Executive Employees Association

(EDITOR'S NOTE — Nearly 150 of San Francisco's city and county government top executives belong to the Municipal Executive Employees Association. This is the first of a series of articles which reveals the hitherto unpublished story of the function and operation of the organization. The series has been prepared by VIRGIL L. ELLIOTT, a former newspaperman, now director of the San Francisco Public Utilities Commission's Bureau of Public Service.)

By VIRGIL L. ELLIOTT

To foster and promote higher standards of professional ethics and efficiency among executives of the city and county government by encouraging studies and discussions of government and administrative procedures and methods.

To promote social and friendly intercourse among the members of the association.

FOSTER GOODWILL

To foster mutual helpfulness in all of the relationships, individual and collective, between the members of the association and the legislative and personnel agencies of the city and county.

High sounding phrases? Quite true. But those are the principles which have guided an organization of top executive career men in San Francisco city and county government since the group was founded some 14 years ago.

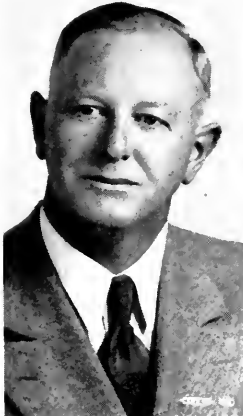
The Municipal Executive Employees Association is the only organization of its kind in the country, although there are a number of professional organizations for specialized types of executives which do not cut across government as a whole, such as the Municipal Finance Officers Organization, the American Public Works Association and the National Institute of Municipal Law Officers.

Actually, the scope of the M.E.E.A. is wider than the purposes listed in the opening paragraphs of this article. The M.E.E.A.'s program endeavors to promote and improve understanding between city and county government and the business, community, civic and other community groups, and outside governmental agencies.

146 MEMBERS

Starting with but half a dozen members, the M.E.E.A. has grown steadily until today it numbers some 146 strong, taking in all top level, non-elective personnel. The organization currently is headed by John G. Brucato, superintendent of the Agricultural and Lands Division, San Francisco Water Department.

Since oftentimes city executives do not get together until some problem arises, membership through the Municipal Executive Employees Association provides a means for monthly meetings to hear discussions on problems and city programs. From a practical standpoint, just getting to know



SUPERIOR COURT JUDGE  
HERMAN VAN DER ZEE  
First M.E.E.A. President

one another better is an important function of the organization.

Programs for M.E.E.A. meetings provide opportunities for community leaders and for top city officials such as the Mayor, the Chief Administrative Officer, and the Supervisors to make personal contact with city and county executives. This promotes better understanding on all sides.

Officials of the M.E.E.A. emphasize that theirs is mainly a pro-

(Continued on Page 8)

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Around and About

By WHIT HENRY

FOR the seventh consecutive year the San Francisco Chapter of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America will hold its annual concert in the Veterans Memorial Building, Saturday evening, December 8, at 8:15 P.M. Basically the show will be similar to those presented in past years; the ever popular Hi-Tones, conceded to be one of the great comedy quartets of all time, will be among those featured, also the Uncalled Four, off-time regional and district champions. Of especial interest to barber shop quartet lovers will be the appearance of three championship choruses, Berkeley, Marin and San Francisco. Last month, for the second straight year, Berkeley won the regional contest, defeating choruses from California, Utah, Arizona, and the Hawaiian Islands. Marin won that honor three years ago, and one year San Francisco won the Northern California Championship. For the finale of the concert all three choruses will be massed on the stage under the direction of their peerless director, Dave Stevens.

All seats are reserved and tickets are on sale at the Sherman, Clay Box Office. They may also be purchased at the Memorial Building on the night of the concert.

diluted in the giant reservoir of the sky. When conditions are not ordinary—when human activities become concentrated or accelerated.

(Continued on Page 19)

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## "7 Wonders of the World"

Cinarama presentation of a Lowell Thomas production, taking viewers to many parts of the globe. Directed by Ted Tetzlaff, Andrew Marton, Paul Mantz, Tay Garnett, Walter Thompson.

**L**IKE its two Cinarama predecessors, "7 Wonders of the World," which drew a capacity crowd at the premiere at the Orpheum in San Francisco, should enjoy a record run.

Lowell Thomas narrates the wonderful two-hour trip which left the viewers breathless.

The 1956 version might be called the "8th Wonder" of the Cinarama lens. Drama, picturesque scenes, and visits to far-a-way places makes "7 Wonders of the World" a wonder not to be missed.

Not only thrilling, but highly educational is this latest screen triumph, depicting realistically scenes you might never get to see in a life-time.

With Mr. Thomas doing the guiding, you are made to feel that you are right on the spot being awed by nature's beauties. Packed in the two hours are what it took Mr. Thomas some forty years to view.

### MAGIC CARPET

It all seems as though you are standing on a magic carpet and being transported through the seven wonders of the world.

You are brought close to the statue of the great Buddha, sitting in meditation; you stroll through the corridors of the Parthenon, feel the spray of Victoria Falls; stand at the paws of the Sphinx; take a ride on a rollercoaster, and you send out an SOS as you ride "aboard," the Darjeeling train—especially when the brakes fail and you are headed down into oblivion. A little steeper than some of our San Francisco hills, I can assure you. You get a close-up of a blessing by Pope Pius XII, the first time such a ceremony was ever photographed.

This Cinarama journey is a **MUST** on your entertainment list. —C. A. S.

## TAIT NAMED TO POST

Charles Tait, San Francisco Port Director, has been named chairman of the co-ordinating committee of the California Association of Port Authorities.

The committee, made up of Port directors of California ports, meets frequently on policy matters affecting the member ports. The association meets twice a year.

The appointment was made by Bernard J. Coughlin, president of the association.



## "How old am I?"

—asks Mrs. Louis Means,  
341 Sunkist Lane, Los Altos

No doubt about it: The brightest decoration in many a home this Christmas will be *Mother!* Isn't it nice so many of today's mothers are so trim and youthful-looking?

One big reason is *modern household appliances*. They free women from heavy chores

that used to rob them of their youthful beauty.

Take Mrs. Means: Mother of five, she leaves most of her hard work to labor-saving appliances. She's thirty-five.

Here's the beauty of it: With gas and electricity so cheap in California you can run a houseful of appliances all day for *half* the cost of most popular liquid make-ups.

**Pacific Gas and Electric Company**

## LARGEST TANKER DOCKS HERE

The largest ship in the world, the tanker SS Universe Leader, arrived here recently on her maiden voyage from Sumatra to the Richmond refinery of Standard Oil Company of California.

The vessel carried 620,000 barrels of crude oil, the largest such cargo ever carried on a ship.

The 8,000,000 Universe Leader, a Japanese-built ship flying the Liberian flag, is 85,500 tons dead-

weight, 52,500 tons gross, and is 855 feet long with a beam of 123 feet.

In comparison, the liner Queen Elizabeth is slightly less than 84,000 tons deadweight and 987 feet long. The battleship Missouri is 45,000 tons and 861 feet in length.

Municipally-Owned . . .

# San Francisco's Public Utilities

## An Investment Of \$314,000,000

### Wages Total \$21,250,000 A Year



JOSEPH MARTIN, JR.  
President  
S. F. Public Utilities Commission

By JAMES H. TURNER  
Manager of Utilities  
San Francisco Public Utilities Commission

Few San Francisco people know or even realize the vast utility enterprises that they own and which are operated for their benefit by the Public Utilities Commission of the City and County of San Francisco.

In our modern world there is a tendency to take for granted the everyday facilities at our disposal—such utilities, for example, as water, or a streetcar ride, a public airport, or our street lighting. These conveniences are made possible through our Public Utilities Commission, which was established just a quarter of a century ago under terms of our present City and County Charter.

The five P.U.C. members are appointed by the mayor for four years, the terms being staggered. The present commissioners are: Joseph Martin, Jr., president; Daniel F. Del Carlo, vice-president; Edward B. Baron, Oliver M. Rosheu and Stuart N. Greenberg. The members elect their own president and vice-president at each Monday afternoon hold a public meeting in the City Hall to transact business of the municipally-owned utilities.

#### HUGE ENTERPRISE

Under jurisdiction of the Commission are the International Airport; the Municipal Railway; the Hetch Hetchy Water Supply, Power and Utilities Engineering; the Water Department; and the Bureau of Light, Heat and Power. In addition, there are three service bureaus: Accounts, Personnel and Safety, and Public Service. The department and bureau heads are responsible to the Manager of Utilities, who in turn is responsible to the Commission.

Properties of the Utilities are located not only in San Francisco but extend down the San Francisco Peninsula, into East Bay communities, across the San Joaquin Valley and into the high Sierra.

#### CUSTOMER SERVICE

Let me give an idea of the scope of customer services provided by our utilities. During the fiscal year ended last June 30, our International Airport handled about 3,300,000 passengers and nearly 110,000,000 pounds of air cargo. Our Municipal Railway carried nearly

200,000,000 riders. Our Water Department furnished 140,000,000 gallons of water every day to its customers and our electric energy customers consumed more than 560,000,000 kilowatt hours of Hetch Hetchy-generated power.

To produce these customer services, the San Francisco public utilities provide jobs for 3,724 paying them in wages \$21,250,000 last year.

The utilities departments are big business by any yardstick. They produced income amounting to nearly \$45,000,000 last fiscal year. Another \$5,000,000 came from taxpayer sources. Considered altogether, they paid 90 per cent of their own way over the 12-month period.



JAMES H. TURNER  
Manager of Utilities

Our San Francisco citizens have a book value investment of \$314,000,000 in their Airport, transit system, water and power system, and their street lighting system.

Our Municipal Railway uses a fleet of 1,150 vehicles to traverse 520 round-trip miles of city streets, carrying an average of 650,000 passengers on weekdays. There are 63

(Continued on Page 9)

### Operating Engineers Local Union No. 3

of the International Union of  
Operating Engineers

Affiliated with  
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OF LABOR

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NEW SUTRO RESERVOIR—Additional water storage was provided by the recently completed Sutro reservoir on Mt. Sutro in center of city, a vital link in the San Francisco water system.

## Brucato Puts Zest

(Continued from Page 5)

financial organization. In addition it attempts to represent the interests of her executives insofar as salary and working conditions are concerned.

### ORIGIN OF M.E.E.A.

One of the M.E.E.A.'s early presidents, Thomas A. Toomey, who now serves as both recorder and registrar of voters, recalls that it was the late Dr. J.J. Kingston, when he was coroner, who conceived that the city's "top sergeants" should have an organization to promote the above mentioned purposes of organizations.

"He communicated this idea to Harry Ross, who was then Chief Assistant Controller," Toomey said. "Ross explained the idea to me and I thought them very good. In agreement with Ross, I solicited the first memberships in the M.E.E.A."

### CHARTER MEMBERS

As Toomey remembers it, the charter members included, besides himself and Ross, the late Tax Collector Walter Allen, former Assistant Public Works Director Sid Hester, former Clerk of the Board of Supervisors David Barry, former Registrar of Voters Cameron King, former Chief Adult Probation Officer George McNulty, Dr. Kingston, Purchaser of Supplies Ben Kline, Chief Assistant Controller in Middlebrook, and Superior Judge Herman A. van der Zee.

Although initial meetings were held in 1942, it was not until a year later that a statement of organization was drawn up and signed by the original members. A set of by-laws was approved and the group started holding regular dinner meetings at the Elks' Club.

### FIRST PRESIDENT

Chosen as first president was Judge van der Zee, who, with the aid of Toomey and others, drafted the by-laws and statement of organization. War Memorial Manager Ed Sharkey was the first secretary.

Judge van der Zee, who was born in Buffalo, N.Y., in 1895, joined the city in 1933 and was the first under the new Charter to fill the post of executive secretary to the Chief Administrative Officer (then Alfred J. Cleary).

### MOVED UP

He became county clerk in 1936 after taking a Civil Service examination, serving in this position until 1947 when he was appointed to the Municipal Court by former Governor Earl Warren. Herman was re-elected in 1949 but a year later was moved up to the Superior Court bench, again by Governor Warren.

Judge van der Zee is a World War I Ninety-third Infantry Division veteran and passed away in San Francisco for unknown reasons prior to becoming an employee.

He was succeeded as M.E.E.A. president by William Hollingsberry, former undersheriff, who in turn was followed by Walter Allen. The presidential chair then was filled in succession by Librarian Laurence J. Clarke, Toomey, Sheriff Matthew Carberry and Louis A. McAtee.



LAURENCE J. CLARKE  
San Francisco Librarian

It was during the terms of Clarke and Toomey that steps were taken to lift the limitations on retirement contributions for employees earning \$500 a month and more. Actuarial studies were made and legislation eventually enacted in this regard. Also during Toomey's term a charter amendment was initiated which removed the ceiling on salaries in the city charter for certain appointive and elective officials, placing them under salary standardization.



JOHN G. BRUCATO  
President of M.E.E.A.

At the time Carberry served as president of the M.E.E.A. in 1949-50 he was an assistant to the assessor. Later he became a member of the Board of Supervisors and upon the late Dan. Gallagher's death in 1955 succeeded him as sheriff.

McAtee, now retired, was a utilities engineer and had a long service record in the Hetch Hetchy (Continued on Page 22)

## Lovely Ladies Make Merry . . .

## Women's Traffic Club Celebrates Thirty-first Birthday in Gay Fashion 200 Enjoy Fine Fete



WINSOME QUARTET—Looking at you are the four capable officers of the W.T.C. From left to right: Miss Alex Harrington, treasurer; Mrs. Anita Pruett, president; Miss Muriel Collins, vice-president, and Mrs. Virginia Colombo, secretary.

**N**EARLY TWO HUNDRED MEMBERS AND GUESTS of the Women's Traffic Club of San Francisco recently enjoyed one of its most delightful functions in celebration of the 31st birthday of the "WTC and Bosses' Night" at the Fort Mason Officers' Club.

Following a chatty social hour, many long-time members got acquainted with the newer members.

A buffet dinner was served under the direction of Captain Johnson and Sergeant Utare, and arranged by an outstanding member of the WTC—Dorothy Edwards, of the Oakland Army Terminal.

Congratulatory telegrams were read from Mayor George Christophers, L. A. Pomeroy, Jr., president of the Associated Traffic Clubs of America, Chicago; and Rosemarie Rhodes, president of the Women's Traffic Club of Central California, Fresno.

### HONORED GUEST

The honored guest was John E. Myers, Regional Vice President of the ATC, and traffic manager of Durkee Famous Foods, who presented an ATC award and a \$25.00 savings bond to the secretary of the WTC of SF—Virginia Colombo, Lyon Van & Storage Company, for her prize winning essay in the national contest on the topic "Ideas for Interesting Club Meetings."

President Anita Pruett, of the Pacific Southwest Freight Bureau, read a letter of praise for Virginia Colombo from Frank A. Payne, president of Lyon Van & Storage Co.

Other distinguished guests were Frank H. Smith, president Pacific Traffic Association; Phil Morris, president San Francisco Traffic Club; James K. Speight, president Transportation Club; Jack Sutherland, president Oakland Traffic Club; Margaret Bixby, president North Bay Women's Transportation Club, Vallejo; and three from the Women's Traffic Club of Oakland—Ruth Harb, past president; Margaret Baleom, treasurer, and Frances Birkinshaw, reception chairman.

### LUCKY MEMBERS

Winners of door prizes, which were for "Bosses' only, were Albert Brown, Lyon Van & Storage (Continued on Page 15)



SAN FRANCISCO PUBLIC UTILITIES

(Continued from Page 7)

separate lines, 15 of which are used to provide all-night "owl" service to all parts of the City.

The Municipal Railway is a big operation, having a budget in excess of \$23,000,000 last fiscal year. Although operating economies saved more than a million dollars, tax support still was required, as the official city policy calls for adequate service when needed by the people even if it means a subsidy from tax sources. The 1955-56 tax subsidy was 12 per cent of the total budget.

OPERATING COSTS

In response to many questions, I have had prepared figures which show the operating cost per mile for different types of railway vehicles. Cable cars lead the list, costing \$2.66 per mile to operate.

The two-man streetcars cost \$1.20; one-man streetcars cost 79 cents; trolley coaches cost 78 cents, and the motor coaches cost 75 cents.

Under a lease plan, the Railway last fiscal year received 170 new

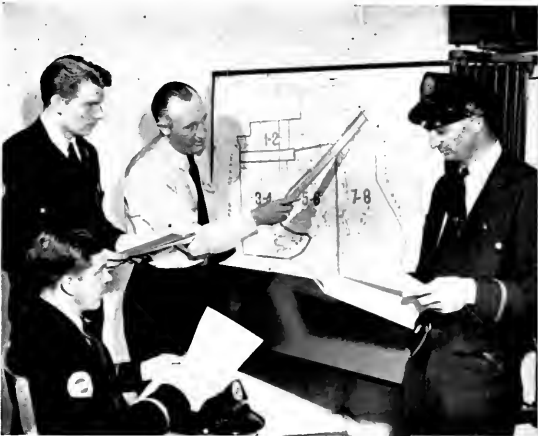
vehicles in about the same proportion as automobile registration gained in San Francisco. But the Railway provides as much service today as it did 10 years ago, service above the average furnished in cities of comparable size.

AVOID TRAFFIC JAMS

We recommend riding transit for various reasons, among them avoiding traffic jams. An average Muni vehicle load will clear the streets of 36 passenger autos. It has been calculated that the capacity of a single traffic lane per hour is 1,575 passengers in automobiles; 9,000 passengers in motor coaches, or 13,500 passengers in streetcars.

One of our City's most valuable assets is its water supply. This supply is exceptional because it is both fine in quality and dependable in quantity. These factors are important in the West where water resources are limited.

The people of San Francisco have been far-sighted in preparing for their future water needs. Half



LEARNING THE RULES—Municipal Railway instructors shown giving detailed explanations to new drivers on how transfers can be used by passengers.

city is the name for San Francisco's mountain water supply system and its by-product, hydroelectric power, which is generated by two existing power plants. Two new power plants are under construction, as authorized by the San Francisco voters a year ago when they approved \$54,000,000 in bonds for this purpose. These bonds, plus interest, will be paid off entirely out of revenues.

Most of the San Francisco power is sold to industrial customers, but part of it is used to operate the Municipal Railway, light our public buildings and illuminate our City streets.

MASTER PLAN

The Hetch Hetchy Project is being built under a long-established master plan for the full development of the water resources of the Tuolumne River in cooperation with the Modesto Irrigation District, the Turlock Irrigation District and the U.S. Army Engineers.

The San Francisco Water Department has its own sources of supply in the East Bay and on the Peninsula. Water from these sources, together with the Hetch Hetchy supply, is distributed by means of a network of lakes, reservoirs and pipelines in its service area.

PURE WATER

Water rates in San Francisco are 10 per cent lower than when the city acquired its water system in 1930, and there never has been a case of illness traced to the water supply. Never has there been any water rationing or financial subsidization; in fact, in prior years the Water Department has contributed substantially to the city's general fund.

For the most part, water sold

by San Francisco to customers outside the city is on a "bulk" basis.

(Continued on next page)



PICTURESQUE VIEW—This scene in the East Bay, storage reservoir for water which ultimately reaches the city. This reservoir was purchased in 1930 from the old Spring Valley Water Co.

48-passenger Diesel coaches. The entire present fleet of old motor buses will be replaced by leased buses over the next five years and, significantly, it is proving more economical to lease than to own. For that reason a similar lease-plan is being worked out to replace the 133 old-style streetcars now on hand with modern streamliners.

CABLE CARS

Construction work is being speeded on the cable car rehabilitation program as authorized by San Francisco voters. The work is being financed by \$855,000 from the city's general fund and \$175,000 from the projected sale of the old California-Hyde carhouse.

Railway passenger volume has steadily declined during the past

a century ago they decided upon the Tuolumne River. Watershed, high in the Sierra, to meet their increasing needs for water. Three large reservoirs have been constructed; the most recent—Cherry Dam—has just been completed. Cool, clear snow water is transported from the Sierra to San Francisco entirely in tunnel and pressure pipelines, and is a gravity system throughout for a distance of 150 miles. After its arrival, water is distributed through smaller pipelines to customers in our City and to our neighbors to the South.

SELF-SUPPORTING

The San Francisco Water Department is completely self-supporting, as is its twin-sister, the Hetch Hetchy Project, Hetch Het-

How well  
do you know  
San Francisco?



Even most lifelong residents of the Bay Area haven't visited all the famous landmarks that have made San Francisco beloved the world over. If you're a stranger, a Gray Line tour is a must, if you're a native, you'll still find a tour exciting, informative, entertaining. Be sure to tell visiting friends: Take a Gray Line tour of San Francisco. Hundreds of thousands do—every year and say, "There's nothing like it!"

Passengers ride in specially built, luxurious parlor cars; trained, courteous driver-guides tell you the background story of the places you visit; fares are surprisingly low.



Depot: 44 FOURTH STREET  
YUkon 6-4000



**WATER AND WALNUTS**—Few San Franciscans realize the Water Department owns and operates a 200-acre walnut orchard at Sunol in the East Bay. Gross revenue has been more than \$1,000,000 over the years. Pipes drain water from beneath the orchard as revenue is produced from sale of walnuts—a twin gain for San Franciscans.

with customers, providing their own supply pipelines connecting with San Francisco's major "trunk" lines. These larger customers, mostly municipal utilities, resell directly to individuals, and San Francisco has no control over the rates they charge. In the case of one large bulk distributor, rates to individual customers are set by the California Public Utilities Commission.

#### MANY STREET LIGHTS

The city now has 28,200 street lights. Of that number, one-fourth are owned wholly or in part by the city. The Pacific Gas and Electric Company owns the remainder. The city is gradually acquiring more of the street lights with a resultant saving on operating costs.

Besides the design, construction and operating of the street lighting system, functions of the Bureau of Light, Heat and Power include

purchasing of utility services for all city departments.

#### AMAZING GROWTH

The story of the San Francisco International Airport continues to be one of amazing growth, as was pointed out in a recent article appearing in **THE CITY and COUNTY RECORD**. Passengers in and out increased by 14 per cent last year. Air shipments of mail, express and freight shot up by 26 per cent. Airport revenue has risen more than 200 per cent in five years. In fact, among municipally-owned airports in the nation, San Francisco last year ranked ahead of Los Angeles in airport revenue.

We can proudly and truthfully say that our Airport ranks among the world's finest. Air service originates from here to virtually every point in the United States, the Far East, Australia, the Pacific Islands, Central and South Ameri-

ca, and direct through-plane service with but one stop between here and Europe. Every modern scientific aid to air travel is employed from complete up-to-the-minute weather information to the miracles of radar and instrument landing systems.

#### WILL HANDLE 10,000,000

Our present air terminal was designed to accommodate more than 3,000,000 passengers annually, and is being expanded to handle up to 10,000,000. To make this expansion, and also to equip our Airport to handle jet transports which will be here by 1959, the people recently approved a \$25,000,000 bond issue.

I referred earlier to the jobs pro-

vided for nearly 4,000 citizens by our public utilities. Our Airport alone provides jobs for more than 11,000 people, most of them working for commercial airlines, and the annual Airport payroll amounts to about \$65,000,000.

This is indeed a new and welcome economic boost for the San Francisco Bay Area community.

A telephone man — Ralph E. Morris—is credited with first putting electric lights on a Christmas tree.

Yerba Buena, the original name of San Francisco, is Spanish for "good herb."

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DALY CITY

*Heroic on the Battlefield . . .*

# First Mayor Geary A Scholar-Statesman

*. . . Ruled A "Turbulent Gypsy City"*

By CHARLES A. SIEGFERTH, Associate Editor

(EDITOR'S NOTE: This article is the first of a series dealing with San Francisco mayors. The second of Mayor C.J. Brenham will appear in the January issue of THE CITY-COUNTY RECORD.)

(Photos loaned by Reference Department of the San Francisco Library.)



GEORGE CHRISTOPHER  
San Francisco's 31st Mayor

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**A** CIVIL ENGINEER, mathematician, lawyer soldier and teacher, General John White Geary was undoubtedly one of the greatest mayors ever to occupy a City Hall in San Francisco. He was elected San Francisco's first Chief Executive in May 1850. His was a life replete with drama. He possessed the stamina, courage and humanness which marks all great leaders.

General Geary was born near Mount Pleasant, Westmoreland County, Pa., Dec. 30, 1819. He was of Scotch-Irish descent, educated in the "common schools" and later entered Jefferson College.

Geary was forced to leave college owing to his father's sudden death and loss of property. He was the main support of his family. To earn the necessities of life, he taught school and clerked in a commercial house in Pittsburgh. Later he studied mathematics, civil engineering and law. He was admitted to the Bar, but spent his life in other occupations. He worked for a time at civil engineering in Kentucky, and then became assistant superintendent and engineer of the Allegheny Portland Railroad.

## SLIGHTLY WOUNDED

At the outbreak of war with Mexico in 1846, Geary was appointed lieutenant-colonel of the Second Regiment, Pennsylvania Volunteers. He took the field and commanded his regiment at the engagement of Chapultepec and was slightly wounded. But the same day again commanded the regiment during the battle at Belcan Gate. For this heroic action he was promoted to colonel of the regiment and served as First Commander of the City of Mexico after it was captured.

## FIRST POSTMASTER

After the war he was sent to San Francisco as its first Postmaster, but before going there marched his regiment back to Pittsburgh, about 3,000 miles, and then he was ordered to Mexico City as its first military governor. Then he came to California and served as San Francisco's last Alcalde, and first Mayor, or governor, as it was often termed in those days.

Gen. Geary started his term as Postmaster in 1848. He served as

Alcalde or Mayor and as "Judge of the First Instance."

## HEAD OF NEW STATE

Those offices were of Spanish or Mexican origin or import. The duty of the Alcalde combined the present obligations of both sheriff and mayor, while the Judge of the First Instance presided over courts both civil and criminal and had admiralty jurisdiction. Thus Gen. Geary was at the head of virtually everything in the new State.

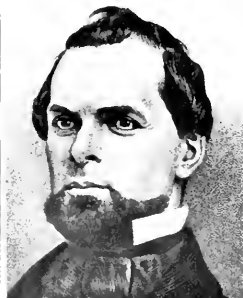
As Postmaster, Gen. Geary established a postal service in all parts of the State as fast as needed. The State Constitution adopted in 1850, abolished old Spanish offices, but under it Gen. Geary served as first mayor, taking the office in 1850.

He possessed discriminating inspiration that anticipated the coming events which cast their shadows before, and was swayed by a comprehension that took everything under consideration.

Gen. Geary "possessed a master mind that encompassed every phase of civic, commercial, municipal and moral expansion and development, and was endowed with executive qualifications that fitted him for any office or combination or complication of offices known to human civilization."

## GYPSY CITY

As first head of San Francisco, he ruled without a vigilante committee. It is said he ruled "a hectic, turbulent gypsy city inhabited by the Argonauts of many lands, where lawless adventure, feverish ambition, devilry and greed were not curbed by legal discipline." He took charge of almost everything to boost the city to its proper level. He supervised the granting of lands, judged civil and criminal cases, served as the head of the Department of Education and guided the state and city Boards of Health.

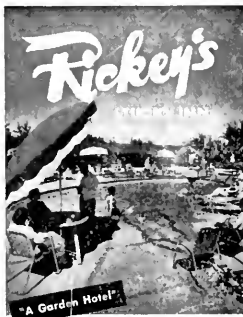


JOHN WHITE GEARY  
San Francisco's First Mayor

A man of inordinate courage, Gen. Geary assisted in quelling "squatter" riots in Sacramento, and even led troops against marauding Indians.

Under his direction the following sign was posted on the streets one day: "All those who would rid the city of robbers and murderers will assemble on Sunday at the Plaza." He publicly announced that "the people's will is final," which is

(Continued on Page 14)



**4 FAMOUS RESTAURANTS**

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## CITY AND COUNTY OF SAN FRANCISCO

GEORGE CHRISTOPHER, MAYOR

## Directory of City and County Officers

## ELECTIVE OFFICERS

## MAYOR

200 City Hall, Z. 2, MA 1-0163  
**GEORGE CHRISTOPHER, Mayor** Jan. 8, 1960  
 JOSEPH J. ALLEN, Executive Secretary  
 PATRICIA GAGLIARDI, Confidential Secretary  
 MARGARET SMITH, Personal Secretary  
 GEORGE J. GRUBB, Administrative Assistant  
 JOHN D. SULLIVAN, Public Service Director

## SUPERVISORS, BOARD OF

235 City Hall, Z. 2, HE 1-2121  
**JOHN J. FERDON, President**, 155 Montgomery St.,  
 GAH-5117, Res. 2906 Broderick St., JO 7-0191, 1-8-60  
**WILLIAM C. BLAKE**, 264 Mallico Ave., Z. 23  
 JO 7-3758, ..... 1-8-58  
**HARNEY, JOSEPH M.**, 215 City Hall, HE 1-2121, Ext.  
 387, Res. 3047 Baker St., WA 1-1548, ..... 1-8-60  
**HAROLD S. DOBBS**, 311 California St., Z. 4, GA 1-  
 4600, Res. 1601 Monterey Blvd., LO 4-1341, ..... 1-8-60  
**DR. CHARLES A. ERTOLA**, 253 Columbus Avenue,  
 DO 2-8035, Res. 775 Francisco St., GR 4-3272, ..... 1-8-60  
**JAMES LEO HALLLEY**, Rm. 703, Flood Bldg., 870 Mark-  
 et St. (GA 1-4636, PL 5-1727, Res. 140 Panama  
 Drive, AT 2-1233, ..... 1-8-60  
**J. EUGENE MCATEER**, 206 Jefferson St., Z. 23, PR 3-  
 1477, Res. 130 Santa Ana Av., Z. 27, LO 4-2464, 1-8-58  
**FRANCIS J. MCARTY**, 220 Montgomery St., EX. 2-  
 3475, Z. 4, Res. 3234 Divisadero Street, Z. 23, FI 6-  
 6902, ..... 1-8-60  
**MRS. CLARINNA SHORTALL McMAHON**, 703 Mark-  
 et St., Z. 3, YU 6-4648, Res. 1849 28th Ave., Z. 22,  
 SE 1-1582, ..... 1-8-60  
**JAMES SULLIVAN**, 31 West Portal Ave., OV 1-3910,  
 Res. 2558 17th Ave., OV 1-0861, ..... 1-8-58  
**HENRY R. ROLPH**, 310 Montgomery St., YU 6-0700, Res.  
 2626 Lyon St., WA 1-8168, ..... 1-8-58  
**JOHN R. McGRATH**, Clerk of the Board, HE 1-  
 2121, Ext. 284  
**ROBERT J. DOLAN**, Chief Assistant Clerk

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 Sullivan, Blair, Casey  
**COUNTY STATE AND NATIONAL AFFAIRS**—Halley,  
 Ertola, Rolph  
**EDUCATION, PARKS AND RECREATION**—McMahon,  
 Casey, Dobbs  
**FINANCE, REVENUE AND TAXATION**—Dobbs, Mc-  
 Cartey, McMahon  
**JUDICIARY, LEGISLATIVE AND CIVIL SERVICE**—  
 McAtter, Halley, Rolph  
**POLICE**—Casey, Blake, Sullivan  
**PUBLIC BUILDINGS, LANDS AND CITY PLANNING**—  
 Rolph, Dobbs, McAtter  
**PUBLIC HEALTH AND WELFARE**—Ertola, Sullivan, Mc-  
 Cartey  
**PUBLIC UTILITIES**—McCartey, Ertola, McMahon  
**STREETS AND HIGHWAYS**—Blake, Halley, McAtter,  
 ROLPH, Fordon, Dobbs, Halley.

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 KL 2-1949, ..... 1-8-59

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 DO 2-2818, ..... 1-8-60

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 EX 2-1535, ..... 1-8-59

## SHERIFF

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 HE 1-2121, ..... 1-8-60

## TREASURER

**JOHN J. GOODWIN**, 110 City Hall, Z. 2, HE 1-2121 1-8-58

## COURTS

## SUPERIOR COURT JUDGES—UN, 1-8552

Twain Michelsen, Presiding  
**WALTER CARPENITI**, .....  
**C. HAROLD CALHOUN**, .....  
**MELVYN I. CROXIN**, .....  
**EUSTACE GUILDIN, JR.**, .....  
**PRESTON DEVINE**, .....  
**TIMOTHY I. FITZPATRICK**, .....  
**THOMAS M. FOLEY**, .....  
**RAYMOND J. ARATA**, .....  
**HERESA MEHL**, .....  
**JOHN B. MOLINARI**, .....  
**EDWARD MOLDENBUHR**, .....  
**JOSEPH M. CUMMINS**, Secretary  
 480 City Hall, Z. 2, UN 1-8552

## MUNICIPAL COURT JUDGES—KL, 2-3008

Clayton W. Horn, Presiding  
**CARL H. ALLEN**, .....  
**BYRON ARNOLD**, .....  
**LEONORE D. UNDERWOOD**, .....  
**CHARLES S. PEERY**, .....  
**JOSEPH M. GOLDEN**, .....  
**IVAN L. SLAVICH**, Clerk and Secretary  
 301 City Hall, Z. 2, KL 2-3008  
**A. C. McCHESNEY**, Jury Commissioner  
 305 City Hall, Z. 2

## TRAFFIC FINES BUREAU, 164 City Hall, Z. 2, KL 2-3008

**JAMES M. CANNON**, Chief Division Clerk

## GRAND JURY

487 City Hall, Z. 2, UN 1-8552  
 Meets Monday at 8:00 P.M.  
**FRED PARK COX**, Foreman  
**MRS. SYLVIA LADAR**, Secretary  
**DAVID F. SUPPLE**, Consultant-Statistician  
 305 City Hall, Z. 2

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604 Montgomery St., Z. 11, YU 6-2950  
**JOHN D. KAVANAUGH**, Chief Adult Probation Officer  
 Adult Probation Committee

Meets at City Hall and 2nd Thursday each month.  
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**MAURICE MOSKOWITZ**, Secretary, 2900 Lake St., Z. 11  
**REV. MATTHEW F. CONNOLLY**, 344 Fremont St., Z. 5  
**RAYMOND HERRIN**, 670 Monticello St., Z. 5  
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**ROBERT A. FLABODY**, 486 Post St., Z. 2  
**FRANK RATTY**, 526 California St., Z. 4

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375 Woodside Ave., Z. 27, SE 1-5740  
**MELVYN I. CROXIN**, Judge of the Juvenile Court  
**THOMAS F. STRICULA**, Chief Juvenile Probation Officer  
 Juvenile Probation Committee

Meets at call of Chairman.  
**MRS. FRED W. BLOCH**, Secretary, 3712 Jackson, Z. 18  
**ROY N. BULL**, 445 Bush St., Z. 8—Chairman  
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**JAMES S. KEARNEY**, 1871 15th Ave., Z. 23  
**MRS. MARSHALL MADISON**, 2900 Vallejo St., Z. 23, FI 6-1222  
**REV. JAMES M. MURRAY**, 1825 Mission St., Z. 3  
**THOMAS J. LENEHAN**, 501 Haight St., Underhill 1-5261

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 284 City Hall, Z. 2, HE 1-2121  
**JOSEPH MIGNOLA**—Executive Assistant  
**MARIAN T. PETT**, Confidential Secretary

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**HARRY D. ROSS**, .....  
 109 City Hall, Z. 2, HE 1-2121  
**WREN MIDDLEBROOK**, Chief Assistant Controller

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## LEGISLATIVE REPRESENTATIVE, STATE

**DONALD W. CLEARY**, .....  
 223 City Hall, Z. 2, MA 1-0163 and HE 1-2121  
 Hotel Senator, Sacramento 17 (during sessions)

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100 Larkin St., Z. 2, HE 1-2121  
 Meets first Monday of each month at 3:00 P.M.  
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**DR. BERNARD C. BEGLEY**, 450 Sutter St.,  
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**OSCAR LEWIS**, 545 Sutter St.  
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**President**, de Young Museum  
**President**, Public Library Commission  
**MRS. ALBERT CAMPBELL**, President, Recreation and Park Commission  
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 Meets first and third Thursdays each month at 2:30 P.M.  
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**PAUL OPPERMAN**, Director of Planning  
**THOMAS G. MILLER**, Secretary

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151 City Hall, Z. 2, HE 1-2121  
 Meets every Wednesday at 4:00 P.M.  
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**W. A. LAHANIER**, First St., Z. 11, YU 6-0968  
**JOHN L. HOGG**, 200 Guerrero St., Z. 3  
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2 City Hall, Z. 3, HE 1-2121  
 Meets every Tuesday at 4:00 P.M.  
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 2000 Broadway  
**WALTER H. DUANE**, 220 Bush St., Z. 4  
**WILLIAM KIPATRICK**, 820 Hyde St., Z. 9  
**FRANK P. KELLY**, Chief of Department  
**CARL F. KRUGER**, Chief, Division of Fire Prevention and Investigation  
**THOMAS W. MCCARTHY**, Secretary

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440 Turk St., Z. 2, OR 3-5800  
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**JEFFERSON A. BEAVER**, 1235 4th Ave.  
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**JOHN W. BEARD**, Executive Director  
**GERALD J. O'GARA**, Counsel

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 Meets every 1st and 3rd Thursday at 4 P.M.  
 Authors Conference Room  
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**FRANK T. FISHER**, General Manager  
**THOMAS J. O'TOOLE**, Secretary

**PERMIT APPEALS, BOARD OF**

227 City Hall, 2, 2. HE 1-2121

Meets every Wednesday at 3:30 P.M.

**HAROLD C. BROWN**, President, 695 Market St.  
**JOSEPH C. TARANTINO**, Vice-Pres., 490 Jefferson St.  
**CLARENCE J. WALSH**, 2450 - 17th St., 2, 3  
**PETER ANANAS**, 76 Jackson St., 2, 3  
**ERNEST L. WEST**, 265 Montgomery St., 2, 4  
**J. EDWIN MATTOX**, Secretary

**POLICE COMMISSION**

Hall of Justice, 2, 8. SU 1-2020

Meets every Monday at 4:30 P.M.

**HAROLD R. MCKINNON**, President, Mills Tower, 2, 4  
**PAUL A. BISHOP**, Inspector of Divs. St., 11  
**THOMAS J. MELLON**, 340 First St., 2, 5  
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**CAPT. DANIEL KIELY**, Secretary to Dept.

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Civic Center, 2, 2. HE 1-2121

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**REV. F. D. HAYNES**, 1399 McAllister St., 11  
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**S. LEE VAHURIS**, 990 Geary St., 9  
**DR. THOMAS W. S. WU**, 916 Kearny St., 11  
**LAURENCE J. CLARK**, Librarian  
**FRANK A. CLARVOE**, JR., Secretary to Commission

**PUBLIC UTILITIES COMMISSION**

287 City Hall, 2, 2. HE 1-2121

Meets every Monday at 2:00 P.M.

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 287 City Hall

**BUREAU OF LIGHT, HEAT AND POWER**—B. A. DE-  
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**HETCH HETCHY SYSTEM**—HARRY E. LLOYD, Chief  
 Engineer, 220 Mason St., PR 5-7000

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585 Bush St., 2, 8. GA 1-5000

Meets first and third Tuesdays of each month at 9 A.M.

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512 Golden Gate Ave., 2, 2. OR 3-6134

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460 McAllister St., 2, 2. HE 1-2121

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**BERNARD BROWN**, First Western Bank  
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Meets second Thursday of each month at 3:00 P.M.

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DR. E. C. SAGE, Assistant Director of Public Health

HASSLER HEALTH HOME—DR. LINCOLN F. PUT

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R. BROOKS LARTER, Assistant Director, Administrative

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BUILDING REPAIR—WALTER C. ZECHER, Superintendent, 2523 Army, 2, 2. HE 1-2121

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Army, 2, 2. HE 1-2121

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2, 2. HE 1-2121

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up at the Sea Wolf dock and enjoy a fine  
dinner or some of our famous cocktails.

### San Francisco Mayors

(Continued from Page 11)

known to this day as "Geary's motto."

#### PRISONERS TRIED

At the assembly called he appointed a jury of twelve men and a foreman to try the prisoners. Law at once became supreme and history records that "no community was ever more harmoniously governed." Here and there occasionally duels and lynchings and brawls occurred, but such volcanic outbursts now and then shook civilization to this day. Soon thefts became rare and property for the first time could be left unguarded on the streets.

Mayor Geary's office was in the Graham House at Kearny and Pacific. There he presided over the "ayuntamiento" while serving as Alcalde, and over the First Council when serving as mayor.

#### OLD BRIG A JAIL

The jail used at that time was the old brig "Euphemia," which was stranded in the mud at the waterfront.

At first the streets were at times impassable. A sign posted at Clay and Kearny Streets read: "The street is impassable, not even jack-assable." It was proved to be correct when it became necessary to improvise a derrick to hoist a donkey from the mud.

Mayor Geary enforced the grading and planking of the streets. He established the practice of using convict labor to improve the streets and even used rows of cookstoves, tobacco boxes and surplus products from deserted shops to bridge the muddy highways.

Health conditions were improved to such a notable degree that many diseases and epidemics were forever banished.

City bonds rose in value from only 25 per cent to face value with interest added.

#### CIVILIZED LIFE

Under Mayor Geary's guidance it was soon written that San Francisco was the first city "to lesson to centers of civilized life a habit of thankfulness for good done, of forbearance and sacrifice of personal desires, and of zeal and earnestness in rewarding real merit."

When California was annexed to the Union it became necessary first, to decide what was needed and then to adopt a new Constitution. Mayor Geary served as chairman of the Territorial Democratic Committee during the convention that dissipated the clouds and adopted the Constitution.

#### DIGNIFIED BEARING

Like all great leaders and humanitarians, Mayor Geary in all his public services "was calm and dignified in his bearing, and businesslike, determined and unflinching in his action." This seemed necessary as the city "had none of the dignity, the order, the stately

metropolitan air of today. Hounds, Sydney ducks, rogues and riff-raff from all over the world infested the town following the discovery of gold in the State."

In 1852, Col. Geary went back to his farm in Pennsylvania and there remained in retirement until 1856, when he was appointed territorial governor of Kansas. He held this office one year and was in Pennsylvania when the Civil War broke out. He enlisted in the Union Army, raised the Twenty-eighth Regiment, Pennsylvania Volunteers, and took the field.

#### GALLANT FIGHTER

He led his regiment in several engagements and distinguished himself at Bull Run Heights, where he was wounded. After that he engaged in several more important battles.

At the close of the war he was appointed major-general by brevet. In 1866, he was elected governor of Pennsylvania and served two terms with distinction. He had retired but two weeks when he was taken from this earth on February 8, 1873.

#### TWO SOLDIER SONS

Mayor Geary was married to Ann Logan. They had two children.

Edward Ratcliff, born in Pennsylvania in 1845, was killed in the battle of Wauhatchie, Lookout Mountain, on February 8, 1863.

The second son of the general William L. Geary, born in 1849 at Portsmouth Square, across from the Hall of Justice in San Francisco, at the age of 12 served in the Union Army, first as a drummer and then as a dispatch bearer. In 1874 he was graduated from the West Point Military Academy and became a member of the regular army. He soldiered in the Philippines and Cuba during the Spanish-American War, and died at Letterman Hospital in 1907 with the rank of major. His wife was formerly Agnes Johnson.

### Pacific Gas & Electric Seeks Pinole Light Buy

Pacific Gas & Electric Company has asked the California Public Utilities Commission for permission to acquire the Pinole Light and Power Company, which serves 2,106 customers in the Rodeo and Pinole areas.

PG&E has agreed to issue 7,000 shares of its common stock in exchange for the 200 outstanding shares of Pinole Light. Based on the price of PG&E common, the four Pinole stockholders will get about \$350,000 in PG&E stock. They are Edward M. Downer Jr., Hazel Downer Thornton, George A. Dutra and Ida E. Poinsett.

Pinole Light has been purchasing PG&E power since 1907 and has nine employees.

## Women's Traffic Club

(Continued from Page 8)

Co; Howard Adams, Stor-Dor Forwarding Co; Dave Spowart, Western Pacific Railroad; Howard Tobin, Pacific Transport & States Lines; Phil Haynes, Pacific South-coast Freight Bureau, and Leonard Formosa, guest of Bess Jackson, both former employees of American-Hawaiian Steamship Company.

A "strolling minstrel" named Tony entertained during the cocktail hour and following the dinner with accordian selections. Other entertainment was provided by Carmelita, an accomplished performer of Spanish dances. Highlights of the entertainment provided by arrangement of another outstanding member of WTC of SF, Olga Cagney, Western Pacific Railroad, was the singing of the 25 voice Western Pacific Glee Club under the direction of Eugene Fulton.

### DID FINE JOB

Members of the WTC of SF lauded Entertainment Chairman Bernice Connell, of Wigie & Larimore, and her assistants, Gertrude Pohndorf and Olga Cagney, both of Western Pacific Railroad; Dorothy Edwards, Oakland Army Base; Pat Kirby, C.E. Grosjean Milling Co; Blanche Cox, Overseas Shipping Co, and Mary Dalton, of the Pacific Transport Lines.

President of WTC of SF Anita Pruett, of the Pacific Southeast Freight Bureau, also came in for warm praise in making the event a success.

## Down Town Association Names Utermeyer To Board Of Directors

Henry Utermeyer general manager of KCBS, has been elected to the board of directors of the Down Town Association.

The executive has been with the Columbia Broadcasting System since 1937. He has served as account executive with CBS Radio spot sales, salesman for WCBS Radio, director of special features for the station, producer and writer, and sales manager for WCBS.

Early in 1941, he was called to active duty with the United States Army as aide to Major General Irving J. Phillipson, commanding the Second Corps Area. Later he served as executive officer of the Second Service Command's Army Specialized Training Division.

### SERVED PACIFIC

After graduating from the Command and General Staff School at Fort Leavenworth, Major Utermeyer saw service in the Pacific theatre. He participated in the official radio coverage of the surrender of the Japanese forces aboard the USS Missouri in Tokyo Bay.

## EUGENE O'DONNELL RE-ELECTED HEAD OF USF LAW BODY

Eugene H. O'Donnell, prominent San Francisco lawyer, was re-elected president of the University of San Francisco Law Society at the organization's annual luncheon meeting held at the Sheraton-Palace Hotel. Also re-elected was Ned Burns as secretary-treasurer.

Featured speaker at the meeting attended by nearly 200 USF Law School alumni from the Bay Area and Northern California, was the Rev. John Clifford, S.J., who was recently released after spending three years of captivity in Red China.

Newly-elected regional vice presidents of the USF Law Society include Judge Louis DeMatteis, Redwood City; Harry Murphy, San Luis Obispo; Edward Traverse, Eureka; Richard Kwapi, Reno, Nevada, and Paul J. Sitter, Buffalo, New York.

Regional vice presidents re-elected include John Briscoe, Stockton; William Schweiger, Jr., Sacramento, and Frank Mackin, Los Angeles.

Newly-elected members of the group's executive committee include Robert Kane, Eugene Brenner, Alex Perillat, Steve Leonoudakis, Pat Horgan, John Bently, David Levy, Elizabeth Reiss and Katherine Griffin.

During his five years of service, Utermeyer was promoted from lieutenant to lieutenant colonel. He was separated from the Army in 1946.

### SALES CAREER

Upon his return to CBS, Utermeyer decided to make his career in sales, which he entered in 1948 after spending some time as director of special features for WCBS Radio. He then became an account executive with CBS Radio spot sales in May 1950, and in January, three years later, became WCBS Radio sales manager.

Prior to his connection with CBS Radio, Utermeyer worked in the New York Journal's promotion department and was a reporter on the Philadelphia Inquirer.

Born in New York City January 9, 1915, he attended Columbia Grammar School, Horace Mann School and in 1932 enrolled at Cornell University. He was graduated in 1936 with a Bachelor of Arts degree.

During his college career, Utermeyer served on the Cornell Daily Sun, was manager of the University's polo team and was active in the Reserve Officers Training Corps.

Utermeyer is a member of Sigma Delta Chi, national journalistic society, and also is active in the Sales Executive Club of New York.

## Fifty-Year Stellar Work

## Robinson Lauded By Supervisors For World Trade, Civic Service



SUPERVISOR HENRY R. ROLPH (left) and Supervisor James Leo Halley (standing center) are shown presenting to R. C. Robinson Sr. (seated) president of Harper, Robinson & Co. resolution of the Board of Supervisors in recognition of Mr. Robinson's 50 years outstanding service to San Francisco. Witnessing the presentation is Collector of Customs Chester R. MacPhee (standing right).

"DO EVERYTHING POSSIBLE to develop trade for our International City—San Francisco" is the creed of R. C. Robinson, Sr. president of Harper, Robinson & Co.

In recognition of his distinguished service to this community, Robinson was recently presented with a formal resolution of the Board of Supervisors of the City and County of San Francisco commending him for his outstanding achievement and long record of productive activity in San Francisco world trade and civic circles.

Making the presentation were Supervisors Henry R. Rolph and James Leo Halley, who extended personal congratulations to Robinson for his outstanding record of public service. Witnessing the presentation and adding his personal congratulations was San Francisco Collector of Customs Chester R. MacPhee, former San Francisco supervisor.

### PUBLIC LAUDATION

The engraved resolution not only acknowledges Robinson's numerous contributions to the world trade industry and to the growth of San Francisco into a major world port, but also publicly congratulates him upon the celebration of his fiftieth year in the foreign freight forwarding, customs house brokerage, and ship agency industry in California.

Robinson was recently honored at a testimonial dinner at the Press and Union League Club attended by the officers and employees of his firm and featuring distinguished guest speakers as collector of Customs Chester R. MacPhee, Deputy Collector Clark A. Cross, Professor Lawrence A. Har-

per, of the University of California, and Reed W. Robinson, president of the Redwood Empire Association of San Francisco.

### A PIONEER

These civic leaders were unanimous in their commendation of Robinson as one of the pioneers in the creation of the San Francisco Foreign Trade Zone, the World Trade Center, and many of the improved trade practices now in use today at the port of San Francisco.

Looking forward to many more full and productive years, Robinson predicts even greater expansion in the next fifty years for the port of San Francisco and urged every civic leader and representative of the foreign trade industries to "always do everything possible to develop more and more trade for San Francisco—our international city."

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## San Francisco's S.P.C.A. Good Friend To Animals of All Kinds for 88 Years



**HONORED**—Police Officers Paul Cavnaro and Sheridan Williams shown receiving the Society's Certificate of Merit from Charles W. Friedrichs. Officers saved an animal from a fire.

**ON SIXTEENTH AND ALABAMA STREETS** The San Francisco Society for the Prevention of Cruelty to Animals makes its headquarters. But the work of this venerable institution extends throughout the forty-nine square miles of San Francisco . . . from narrow Spofford Place in Chinatown to the bridge paths along the Ocean Beach; from swank Nob Hill to Candlestick Point.

The fourth oldest humane society in the United States, and recognized as one of the finest, the San Francisco SPCA was founded April 8, 1868. Twenty-odd years later the San Francisco SPCA undertook the operation of the Public Pound for the City and County of San Francisco, a happy alliance which has continued ever since.

The word "pound" may conjure up various pictures to different people. Here in San Francisco it is a humane shelter for animals in distress, rather than a place of incarceration. Any and all animals are welcome, not just dogs; they may be brought in or may be called for by one of the Society's five animal ambulances without charge.

The buildings which house the animals taken into custody by the Society as Poundkeeper, and the land on which they stand, are the property of the Society to which not a cent of tax money has ever been contributed. This is also true of the equipment employed on the premises, and the ambulances and autos used for Pound work.

When tall, personable Charles W. Friedrichs, executive secretary of the Society, tells you that 45,000 cases were handled last year, he opens a book replete with hu-

man interest, pathos, hair-raising rescues of animals, and occasionally punctuated with comedy situations.

Newspaper columnists, feature writers, radio commentators find a wealth of material from the section entitled "What We Did," in **OUR ANIMALS**, the Society's bi-monthly publication. Items like rescuing a cow from a tree; removing cats from under houses and behind walls; capturing opossums, skunks and snakes; and the innumerable cases involving dogs.

"It's all in a day's work," comments Mr. Friedrichs, recognized as one of the nation's foremost humane authorities. "Primarily our job is to eliminate, prevent or mitigate suffering among all members of the animal kingdom, whenever and wherever possible."

As Poundkeeper, the Society provides a complete service, both for the benefit of the public relative to the handling of stray, lost or unwanted animals, and for the animals themselves, because the Society's prime interest is in providing all necessary care for lost, stray, sick or injured, or unwanted animals.

This happy combination of services means that the streets of San Francisco are kept free of un-

(Continued on Page 18)



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STAR of the United Crusade's movie, "THE FACE IN THE WINDOW," Eddie Fanelli leaned out of the "window" to greet Mayor George Christopher at a November campaign meeting of the Crusade. Eddie is a member of Columbia Park Boys Club, one of the 256 causes which the Crusade supports throughout the Bay Area. Mayor Christopher addressed volunteer solicitors at the meeting, telling them, "I can't thank you enough for what you are doing, because while you are separate from government, what you do helps us in government—makes our job easier, makes the tax load less."

"We in the San Francisco Bay Area are getting our share of the growth of California. Our share of the growth means that we have new human problems, which the agencies of the Crusade must solve."

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## Chamber, Kiwanis Club Salute Farm-City Week

"The agriculture and food industries spend upwards of \$18,000,000 in San Francisco annually on advertising and promotion, and the figure increases every year."

"Exports and imports of agricultural products through the San Francisco Customs District amounted to more than \$450,000,000 in 1955."

These and other facts concerning the impact of agriculture on San Francisco were highlighted at a recent luncheon and panel discussion co-sponsored by the San Francisco Chamber of Commerce Agricultural Committee and the Kiwanis Club of San Francisco at the Fairmont Hotel.

Theme of the panel discussion, moderated by Mayor George Christopher, was "What Agriculture Means to San Francisco."

Developed at the meeting were the facts that California agriculture produces more than 270 diversified crops, and that more than 6,000 new items made from agricultural products are offered to the American consumer every year.

Participants in the salute to the national Farm-City observance were Rilea Doe, vice president, Safeway Stores, Inc.; Ralph Bunje, manager, California Canning Peach Association; Jesse D. Middleton, vice president, Crocker Anglo National Bank; and Nagel T. Miner, president, Golden Gate College.

Special guests were 30 boys and girls from the Modesto farm area, here on an exchange visit with 30 representatives of San Francisco high schools, who had visited Modesto farms as part of a tour arranged by the Agricultural Committee, the Kiwanis Club of the Pacific, and the Kiwanis Clubs of Modesto and Greater Modesto.

## Denver World Trade Club Hears Don DeLone Talk

How a stepped-up trade development and shipper service program is producing more shipping through the Port of San Francisco was detailed for the World Trade Club of Denver in an address by Don E. DeLone, the Port's public relations director.

Speaking on "The New Port of San Francisco," DeLone showed the Denver trade group new aerial slide films of major harbor projects built in a \$35,000,000 expansion which the Port completed in October with the opening of Pier 15-17.

The Denver presentation ties in with a concerted cargo sales program being carried on in the Rocky Mountain region by the Port's traffic department.

## First Ashram In West



**ASHRAM**—Dr. Haridas Chaudhuri, PH. D., founder and president of the Cultural Integration Fellowship, 3494 - 21st Street, San Francisco, has announced the purchase of a huge building at 2650 Fulton Street, corner of Third Avenue opposite Golden Gate Park, San Francisco, to be used as an **ASHRAM**—the first of its kind in the West. "The new building is a long-cherished dream of an ideal **ASHRAM** or Retreat. It has a spacious auditorium where our Sunday meetings and special celebrations like Christmas, Dewali, (the festival of lights), and the birthday anniversaries of Sri Aurobindo, Mahatma Gandhi, etc., will be held. It has also charming living quarters available to our members who may desire to live there peacefully with a view to carrying on their studies, meditation and research work in a quiet atmosphere of freedom, love and spiritual serenity," said Dr. Chaudhuri who is professor of Oriental philosophy and psychology at the American Academy of Asian Studies in San Francisco.

## American Airlines Gets O.K. From P.U.C. For Big Air Cargo Site

A 40-year lease for a \$400,000 American Airlines air cargo building at San Francisco International Airport was approved last month by the Public Utilities Commission.

The company will build at its own expense. Rental charges for the land occupied by the structure will be \$1,896 a year for the first twenty years.

The charge for the next twenty years will be based on whatever rentals are standard at the field at the time

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## S. P. C. A.'s NEWEST UNIT ON WHEELS

(Continued from Page 16)



**ANIMAL RESCUE UNIT**—Dr. A. J. Cloud, left, president of the Board of Trustees, and Executive Secretary Charles W. Friedrichs shown inspecting new Volkswagen designed for the city's steep hills, narrow alleys. Compact unit contains airplane-type dog kennels, cat cages, shovels, saws, axes and other tools used in rescuing animals. A First Aid kit, safety light and shortwave radio also are carried in the "Newest Thing On Wheels."

owned, stray or diseased animals, which, if not properly controlled, would rapidly become a menace to public health and safety. At the same time these selfsame animals are assured of kind and proper care and attention.

**PART WITH PETS**

Through many years of educational work, the Society has demonstrated to animal owners that if it is necessary to part with their pets, it is not only the kindest but the easiest way to turn them over to the Society, rather than to turn them loose to fend for themselves.

A good many of the animals received by the Society are suitable for placement in new homes. This phase, finding new homes, has been aided greatly by the weekly television show in which the Society participates.

The Society has also continued to emphasize the desirability of licensing all dogs, both from the standpoint of compliance with city ordinance as well as the valuable protection licensing affords the dogs themselves.

Humane officers are always on duty at the shelter to the rescue of animals who are trapped, or any way in need of help. These officers also handle the reported cases of cruelty and deal with power to arrest the offender.

violations of the laws protecting animals may be found.

As for pet animals, placing them in good homes is a part of the shelter operation. Stray dogs are held for their original owners for four days. If they are not claimed by that time, those suitable for placement by temperament, age and health are available to the public. The charge for any dog is \$3.00; the cost of license additional.

**EMERGENCY CALLS**

The SPCA is open every weekday from 8:30 a.m. to 5:00 p.m., and on Sundays for emergency calls.

Supported entirely by memberships and donations, (Perpetual Members, \$250; Life Members, \$100, and Annual Members, \$5 per year), the San Francisco SPCA is guided by a Board of Trustees, composed of men from the fields of commerce, education and the professions. President of the Board is Dr. A. J. Cloud, President Emeritus, San Francisco City College.

In 1900, California's proportion of the United States population was 1.95 per cent; in 1953 it was 7.63 per cent.

Shipments of California wines into distribution channels in 1955 totaled 118,000,000 gallons.



**ANIMALS ARRIVE**—Receiving animals in the Shelter office is facilitated by a row of clean, small animal carriers. Sacks are never used.

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## WHIT HENRY

(Continued from Page 5)

When the climate and geography have restricted the flow of currents—this replenishment slows or ceases. Under these conditions, waste products accrue rapidly; the resulting condition is called smog. Two natural factors contribute to the critically limited supply of air available to the Los Angeles area and to a major degree the same situations occur in this: frequent temperature inversions—a layer of warm air above and a layer of cool air below—clamps a gigantic and invisible hand down tightly over the ground below. This prevents the harmless dispersion of contaminants upward into the higher atmosphere. The other contributing factor is low wind velocities. Gentle and variable wind currents prevent the rapid evacuation of polluted air masses out of the Bay Area. But the smog problem is one of tremendous complexity. There is no magic button which can be pressed to make smog vanish suddenly; once in the air it cannot be wished or blown away. It comes from many small sources, and the automobile exhaust pipe far overshadows all other causes. Eventually the problem will be solved.

(I am indebted to the County of Los Angeles for the factual information contained above. Thank you.)

AN interesting spot to visit is Fort Ross, less than one hundred miles north of San Francisco on State Highway No. 1. It was there, in 1812, that Russian fur traders established a trading post and a well-armed fort. The name Ross was derived from the root of the word Russia. For 29 years the fort was maintained as a diplomatic and commercial post and a center for sea-otter and seal fishing. During this time the country, as far south as Bodega Bay, was under Russian control. In 1841 the fort was bought and partially dismantled by Captain John Sutter, and in 1906 it was damaged by earthquake. Fort Ross Historical Monument, a park of three acres is located on the site of the old fort. The stockade, lookout tower and the old chapel have been partially restored, and a museum established. The governor's mansion is also of interest. A custodian is on duty daily except daily Thursdays.

NOT being a father might mean that I should keep silent on how to rear children, but I was a child once, (believe me) and certain fundamentals of courtesy were taught me that seem to be overlooked by today's parents. I write specifically about the rudeness displayed by some school

children on the street cars and buses of our city-owned system. Too many times they push and crowd elderly people aside who have been patiently waiting for the arrival of a bus, get on first and preempt all the seats. Relinquishing their seats to women or older people never seems to enter their heads. And I am of the impression that they ride at a reduced rate! We have too many laws, but I believe that when school children ride at a reduced rate they should only be permitted to sit if seats are available. Is that being unreasonable?

## S.F. BOYS' CLUB BOARD NAMES SCANLON AS HEAD FOR ANOTHER YEAR-TERM

Robert H. Scanlon, director of the Powell River Company, has been re-elected president of the board of directors of the San Francisco Boys' Club.

Scanlon is directing the work of rebuilding the club's camp in Mendocino County, a project he initiated. The directors asked him to serve another year to complete the program.

The board elected six new directors, Leon B. Russell, Marco F. Hellman, Dr. Phillip Westdahl, John Swain, Frederick A. Quigley and Edward Goepfert, and re-appointed Harold Meyer as executive director.

The club, which had 820 members ten years ago, now has 4,665 active members between the ages of seven and 18. It maintains buildings at 901 Alabama Street, 2574 San Bruno Avenue, and 1950 Page Street.

Samuel Brannan announced the discovery of gold at Coloma in San Francisco on March 13, 1848.

## Ex-Legislator, Brilliant Attorney...

## S. F. Housing Authority Counsel Post Goes to Gerald J. O'Gara

FORMER STATE SENATOR Gerald J. O'Gara, for more than twenty-five years active in San Francisco civic affairs, a prominent attorney and one-time member of the Board of Supervisors, recently assumed his new post as counsel for the San Francisco Housing Authority. An appointee of Mayor George Christopher, Attorney O'Gara succeeded Attorney William Ahlback who held the post temporarily following the resignation of Counsel William O'Brien, now a judge of the Municipal Court.



GERALD J. O'GARA  
Housing Authority Counsel

O'Gara signed an \$8,500 a year contract to act as counsel for the Housing Authority. Under terms of the contract, O'Gara will receive compensation for extra work.

Judge O'Brien held the counsel post for nearly ten years.

O'Gara was born October 11, 1902, son of John O'Gara, who was a prominent attorney and civic leader, and who founded the law firm of O'Gara and O'Gara. Gerald is senior partner of this firm.

He is a graduate of the University of San Francisco, A.B., 1923; University of California (Hastings College of the Law), LL.B., 1926, and entered his father's law office in 1926.

### B.B.B. COUNSEL

For nine years he served as attorney for the Better Business Bureau of San Francisco, and acted as one of the attorneys for the Golden Gate International Exposition in San Francisco, 1939, specializing in contract matters.

He has been in general practice continuously since 1926, except for his war service.

In 1941 Counselor O'Gara was elected to the Board of Supervisors as a member of a "Fusion ticket," and served until called to active duty in the U. S. Navy November, 1942. He served overseas as an officer, began active duty in 1942 and returned to civilian life in 1946. He holds a commission as Lieutenant Commander, USNR.

O'Gara's other activities follow:

Elected to the California State (Continued on Next Page)

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## Wore First Helmet at Age of 9...

### Acting Fire Chief Murray Recalls Dramatic Escapes from Big Blazes

**W**ILLIAM F. MURRAY, who has devoted thirty-five of his fifty-seven years to the San Francisco Fire Department, and who last month was elevated from assistant chief to acting chief by the Fire Commission, asserted without any qualifications that the San Francisco Fire Department "is second to none in the United States."

He should know, for he is following in the path of his father, Lieut. John J. Murray who was a hero in the earthquake-fire of 1906. It was during that catastrophe as a kid that he put on his fire helmet.

Murray is in line to succeed Chief Frank Kelly who is on sick leave pending his retirement.

#### FIT FOR POST

Personable and a rugged 195 pounder with steel gray hair, Murray won't have any trouble finding his way around if he is tagged for the top spot.

Since joining the department in 1921, he has served in every engine company, truck company, rescue squad and fire boat in the organization.

He rose steadily in the ranks, becoming a chief's operator in 1924 lieutenant in 1928 and a captain in 1939, when he was put in charge of drilling over 5,000 auxiliary firemen.

Murray was named a battalion chief in 1944 and in 1952 he was appointed acting chief to the late Edward P. Walsh.

The acting chief is a long way from being a "desk fireman." He has been in the thick of almost every major blaze in the past 35 years and has some vivid memories as a result.

#### NARROW ESCAPE

Murray recalled that he had his narrowest escape at a huge fire at

the old Sports Center at 29th and Mission Sts. in 1944.

"There were about 35 men on the roof when I noticed a two-by-four fall down. I had a feeling that the whole thing was going to go and I ordered the men downstairs," he said.

"Sure enough, about three seconds later the whole roof collapsed and I got out barely in time. Thank heavens there was no loss of life and only four men were injured."

#### SAD MEMORY

Murray also has sad memories of the day in 1948 when his close friend, Battalion Chief Joseph Kane, was fatally hurt in a spectacular four-alarm fire in the United Automotive Company at Van Ness Ave. and Bush Street.

Murray's hair was singed in a back fire at the same disaster.

But Murray is looking toward the future, not the past.

Although he declined to blueprint his plans for the department because of his present status, he indicated that some changes will be made.

One thing uppermost in his mind is the improvement of the present firemen's training program. He believes that recruits should undergo a thorough training with emphasis on body building before they are actually assigned to a company.

#### RECRUIT TRAINING

At present, the men dovetail their recruit training with active service.

"This training would be for the protection of the man himself," Murray explained. "Fighting a fire requires a man to be in top physical condition. Then he will be of the best use to himself, the department and his fellow firemen."

Murray also believes strongly in discipline on the theory that "you don't have an organization unless you have discipline."

#### "JUST AND FAIR"

"I'm not a harsh disciplinarian, but I expect every man to do exactly what he is paid to do," he added. "At all times I try to be just and fair."

Murray has a son, William J. Murray, 27, who is carrying on the family tradition. Young Bill is attached to Truck No. 6 where his father once served.

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## COUNSEL O'GARA

(Continued from Page 19)

Senate in 1946. Re-elected in 1950. Voluntarily retired in January 1955 after serving for eight years to devote full time to private practice.

Active in civic affairs in San Francisco for the past 25 years. Served three terms as director of the San Francisco Junior Chamber of Commerce.

Legislative advocate for Golden Gate Bridge in 1955. President of San Francisco Planning and Housing Association until resigned in October 1, 1956, to become counsel for the Housing Authority.

Married and resides at 2845 Green Street, San Francisco.

At present a member of American Bar Association, San Francisco Bar Association (chairman legislation committee), State Bar of California, Presidio Golf Club, American Legion and Commodore Club of Commodore.

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NOMINAL RATES

## DR. ELLIS SOX

(Continued from Page 4)

Which may prove the cliché that there is a time and place for everything and that circumstances change, and it is a wise man who knows when they change.

As Director of Public Health, Dr. Sox has his problems. He is not a plague fighter. Plague is pretty well under control these days. He does not wage battles for pure food and water and milk, as the health officers did in the old days. Pure food and water and milk are taken as a matter of course these days.

### BIG CONCERN

But he is concerned with the aged and the drunkards and the mentally ill of San Francisco.

"The biggest problem we have now is the aged population," Dr. Sox says. "Ten per cent of the city's population is over 65 years, 25 per cent is over 45 years. This ratio is the highest in the state."

"Our second biggest problem is mental health — the emotionally disturbed. This is reflected in the incident of alcoholism in San Francisco. The citizens of San Francisco consume alcoholic drinks at a rate three and one-half times the national average."

"Thus, we may conclude, that almost everyone in San Francisco has emotional problems and are trying to doctor themselves by prescribing alcohol."

Then there is the environment of San Francisco that is a cause of concern to the Health Director.

Dr. Sox quotes the 1950 Census Report to state that five per cent of the housing structures in San Francisco are slum structures. These are in such a stage of fail-

ing down that it would cost too much to rebuild them.

Another twenty per cent of the city's structures need rehabilitation. Their owners could spend a little money to make a little money.

This housing structure is a problem for the Health Department and all other city departments because it contributes to the general welfare of the populace.

### PRODUCE DISTRICT

Which brings up the question of what is the role of government in the broad field of public health. This includes the subject of the produce district which has intrigued the interest of Mayor George Christopher and owners of the property in question.

The tactful individual that he is, Dr. Sox does not discuss this subject or the policies involved for publication. But, without a doubt, he has ideas concerning the subject.

### STATES RESPONSIBILITY

"The responsibility for health rests with the family first," says Dr. Sox, "secondly with the group, and thirdly, with government."

"Government should not be involved in health services if it can be provided equally well or better by private individuals or groups."

"But when the group, the citizens of a community, decide that government should enter the field of health, this is the textbook mission to be accomplished."

"Public Health is the art and science of the prevention of disease and the prolonging of life and the promotion of physical and mental efficiency through organized community effort."

That is what he is trying to do — rather well.

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## LETTERS TO THE EDITOR

### SAN FRANCISCO BOARD OF PERMIT APPEALS

Editor:

As the year 1956 draws to an end, I individually, and as President of the Board of Permit Appeals, desire to express my congratulations to you upon your fine publication and your good efforts as expressed in that publication for a better City government.

The City-County Record has proven that it has a definite place in the civic life of our community. It has an affirmative approach to San Francisco's community problems and fully explains the efforts of both Mayor George Christopher and the Board of Supervisors on all civic projects. It has more fully acquainted me with the activities of other public officials by your "thumb nail" sketches of their backgrounds and activities. In brief, I find the City-County Record to be interesting, educational and instructive.

Your Associate Editor, Charles A. Siegfert, has been courteous, cooperative and of great assistance on all occasions that I have communicated with him.

The views that I have expressed herein are fully shared by Joseph C. Tarantino, Ernest L. West, Peter Tamaris and Clarence J. Walsh, the members of the Board of Permit Appeals, and J. Edwin Mattor, our Secretary.

With my best wishes for continued good work, I am,

Sincerely,

HAROLD C. BROWN.

President of Board of Permit Appeals.

### SAN FRANCISCO PUBLIC UTILITIES COMMISSION

City and County of San Francisco  
Editor:

May I, personally and in behalf of the members of the San Francisco Public Utilities Commission, officially express most sincere appreciation to your self and staff for the tremendous support given to Proposition "B". In clearly and forcefully presenting this issue to your readers, you have performed an important public service for which our citizens and the traveling public will reap the benefits in all the years ahead.

Very truly yours,

J. H. TURNER  
Manager of Utilities

### MUNICIPAL COURT.

Clayton W. Horn  
Presiding Judge  
San Francisco, Calif.

Charles A. Siegfert  
Associate Editor  
City-County Record  
San Francisco

Dear Mr. Siegfert:

Please accept my sincere thanks for the excellent coverage given the MUNICIPAL COURT in the October issue of THE CITY-COUNTY RECORD. I have enjoyed reading your publication for many years but, of course, the articles about Jim Cannon and the TRAFFIC BUREAU, as well as your complimentary words about me, serve to stimulate my interest in the recent issue.

You are to be congratulated for the manner in which you have "carried the ball" during George Allen's unfortunate absence. I am sure that it must have eased Mr. Allen's mind to know that he has an able assistant upon whom he can depend to maintain the high standards of the RECORD.

Sincerely,

CLAYTON W. HORN.

## BRUCATO PUTS ZEST

(Continued from Page 8)

### M.E.E.A. PRESIDENTS

Herman van der Zee.....	1944-45
William Hollingberry.....	1945-46
*Walter Allen.....	1946-47
Laurence J. Clarke.....	1947-48
Thomas A. Toomey.....	1948-49
Matthew C. Carberry.....	1949-50
Louis A. McAtee.....	1950-51
William T. Reed.....	1951-52
B.A. Devine.....	1952-53
Martin Mongan.....	1953-54
Joseph J. Allen.....	1954-55
George J. Grubb.....	1955-56
John G. Brucato.....	1956-57

\*Deceased

Project and Water Department. He was president in 1950-51.

(The next article will deal with the M.E.E.A. under the presidency of William T. Reed. (Editor)

Representatives from 11 western states met recently in Reno, Nevada, to devise a basis for awarding recognition to the sportsman's club or state game department which does the most to promote hunter safety.

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# the Theatre

... By Charles A. Siegfert

\* \* \*

## "The Desk Set"

AT THE CURRAN THEATRE

SHIRLEY BOOTH has arrived at the Curran Theater with "THE DESK SET" and a carload of laughs. The sprightly comedy by William Marchant, based on a battle between "Emma," the automaton and human skill, is delightful with the inimitable Miss Booth in one of her funniest roles.

Her mimicking while in the cups is a classic, and exploded the large and appreciative audience. This scene alone is worth the price of admission.

Miss Booth and her excellent cast move fast in a play that takes a healthy wallop at the so-called brain machines which seek to replace human labor.

The Christmas party kept the audience howling. Miss Booth's interview with the efficiency expert, Byron Sanders, is another scene in which the great actress displays her genius for igniting her audience.

### LIVELY DOINGS

There isn't a dull moment throughout the proceedings. While there isn't conflict or dramatic development in "THE DESK SET," the funny situations and clever dialogue make up for an evening of sheer delight.

Miss Booth received a hearty welcome as she made her entrance in the first act. She and her superb cast took seven or eight curtain calls.

The action of the play takes place in the reference department of a large radio and TV broadcasting company in midtown Manhattan. The play opens with Miss Booth as a research librarian. She has a photographic memory. Her staff, three talented lassies, do a 14-karat job. They are Lee Patrick, Florence Shaen and Jean Ruth. Molly Dodd, as the "brain" machine operator, provokes many laughs. Frank Milan, the veteran actor, as the timid boss, gives Miss Booth excellent support. Barbara Perry, as the sexy-secretary, is an eye-fol to watch in her comedy bit.

Of course Miss Booth gets her man, and a hurricane of laughs in doing so.

Don't miss this one!

## "Janus"

AT THE ALCAZAR

WE DOUBT if it could happen in real life! But at the Alcazar Theatre, "Janus," a farce-comedy, by playwright Carolyn Green, which opened Nov. 20, provides you with plenty fun and laughs.

It's a wacky affair, but then almost anything can happen in a New York City Greenwich Village studio—especially when a couple of writers (tired of prosaic marital life) get together and carry out a clandestine love affair. They manage to get in enough writing of historical notes to attract the attention of a Federal tax collector. And make an old spinster literary agent rich with their sex-drenched novels written over a period of seven years.

Joan Bennett, as the unfaithful wife, Donald Cook as the cuckold and Romney Brent, as the mild and gentle French teacher, who leaps in an out of a dumbwaiter shaft to pour out his love and kisses on the errant wife, bring the cream-puffy farce a high level of entertainment.

### AUDIENCE EMOTED

A warm and appreciative audience did plenty of palm-mitting and seemed to enjoy "Janus,"—the name of a Roman deity represented by two faces.

Miss Bennett looked lovely and played her role to perfection. Donald Cook does a capital job as the cuckolded husband and knows how to turn on the laugh faucet. Romney Brent surely didn't get that love-making technique from a French grammar. Edith Meiser, the writers' agent, made it clear that she loves her 10 per cent commissions. She also gives out a few choice philosophical gems re the male gender that make the innocent husband feel knee high to a grass-hopper.

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## Welcomed Back by Italian Leaders . . .

# Zellerbach Leaves Half Billion Dollar Paper Firm to Take U.S. Ambassador to Italy Post

**JAMES DAVID ZELLERBACH**, president the past eighteen years of Crown Zellerbach, a \$450,000,000 corporation, who was named "Business Statesman of the Year" for 1956 by the National Sales Executives, will assume his new post as American Ambassador to Italy next month. He will succeed Mrs. Clare Luce who resigned owing to an illness.

Expressions of pleasure in San Francisco at his appointment have found a strong echo in Rome, for the Italians have first-hand knowledge of this great industrial leader's superb abilities.

Zellerbach resigned as president of the huge paper enterprise November 21. Firm officials said he would become chairman of the board of directors. Harold L. Zellerbach, who resigned as executive vice-president, will assume the duties as chairman of the board's executive committee.

### REPLACE 2 BROTHERS

Replacing the two brothers, directors of the firm elected Alfred B. Layton, president, and Reed O. Hunt, executive vice-president. They became the company's first chief executives chosen outside of the Zellerbach family.

Zellerbach is one of the American business leaders who has been active in international affairs the past ten years. From 1945 to 1948 he served as United States Employer Delegate and as Vice Chairman of the Governing Body of the International Labor Organization in Geneva. From 1948 to 1950 Zellerbach was Chief of the Economic Cooperation Administration Special Mission to Italy where he instituted and supervised the Marshall Plan program which contributed significantly to Italy's post-war economic recovery and to diminishing Communist influence in that strategic area of Western Europe.

### U.S. DELEGATE

In 1953 he served as Alternate U.S. Delegate to the Eighth General Assembly of the United Nations in New York, representing the United States in the UN's consideration of the problem of the economic development of underdeveloped countries in Asia, Africa and Latin America. Since 1954 Zellerbach has been a member of the U.S. Delegation to the Bilderberg Conferences, a series of high-level private meetings with European leaders arranged by Prince Bernhard of The Netherlands to



JAMES D. ZELLERBACH  
New Ambassador to Italy

facilitate better European-American understanding and cooperation.

### KNOWS ITALIAN AFFAIRS

Zellerbach has kept in close touch with the Italian situation in many ways. He visited Italy last year, and he has had informal discussions with Italian leaders visiting the United States. Last March he presided at the San Francisco dinner for Italian President Gronchi and his party.

Zellerbach is Chairman of the America-Italy Society of San Francisco and a Director of the America-Italy Society of New York. He is a member of the Advisory Board of the Italian-American Chamber of Commerce on the Pacific Coast. He supported the translation of *The Federalist Papers* into Italian, and is also underwriting the translation of a leading American study of the United States Constitution—both for the University of Rome.

### PRECIOUS AWARDS

In 1952 Zellerbach was awarded the Star of Italian Solidarity First Class for his Marshall Plan service in Italy. Last year he was awarded the title of Commendatore. Knightly Order of Merit of the Italian Republic, by the Italian Minister of Foreign Affairs in Rome.

### NET PROFITS \$50,000,000

Zellerbach has been president of Crown Zellerbach Corporation (San Francisco) since 1938. He has guided Crown Zellerbach's development into the second largest paper company in the world. Crown Zellerbach's net sales for 1956 are expected to approximate \$450 million and net profits \$50 million. This represents a 900% increase in sales and 833% in profits under Mr. Zellerbach's presidency.

Crown Zellerbach, formerly a Pacific Northwest operation, now has plants extending from Miami, Florida, to Ocean Falls, British Columbia. It produces a widely diversified range of more than 400 different forest products—from structural timber to facial tissue. It is a wholly integrated operation—controlling every phase of its operations from tree planting through logging, pulping, paper and other manufacturing, converting, and wholesaling. In accordance with Mr. Zellerbach's guiding philosophy of being "Merchants of Trees," Crown Zellerbach seeks to use each tree it grows to the great-

est economic advantage—whether for paper, plywood, lumber or chemical products.

### BANK DIRECTOR

Zellerbach is a Director of Crown Zellerbach, of Rayonier Incorporated (dissolving pulp, paper pulp and fine papers), of the Wells Fargo Bank of San Francisco, of the California Packing Corporation, and of the Canadian Bank of Commerce.

Zellerbach has also been active in promoting enlightened American business practices in the public interest. As chairman of the Committee for Economic Development over the past year, he has supervised the further strengthening of this organization of business leaders.

Born in San Francisco on January 17, 1892, Zellerbach is married and has two sons. He received the B.S. Degree at the University of California in 1913, and was named alumnus of the year by the University in 1949. He has honorary degrees of Doctor of Laws from St. Mary's College and from Occidental College.



HEAD HUGE EMPIRE—First to be elected outside the Zellerbach family: Reed O. Hunt, (left) executive vice-president, and A. B. Layton, president.

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# CITY-COUNTY RECORD

Vol. 24 — No. 1  
JANUARY, 1957

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**WILLIAM J. LOSH**, *Public Relations Director*  
*San Francisco Regional Service Committee*  
"THE FARMERS' FRIEND"

(See story on Page 5)

## Sutherland Expresses Confidence . . .

### PG&E 1957 Expansion Program To Soar to About \$190,000,000

**C**ONFIDENCE that the growth and development of Northern and Central California "will continue into foreseeable future years" was predicted by Norman R. Sutherland, president and general manager of the Pacific Gas and Electric Company. He announced that expansion expenditures during 1957 will climb sharply to approximately \$190,000,000. This compares with \$145,000,000 PG&E invested last year in plant and equipment.

To date the PG&E postwar investment in expanding its gas and electric systems exceeds \$1.6-billion.

The company plans to double the capacity of its Pittsburg power plant in Contra Costa County during 1960 and 1961.

The Pittsburg steam-electric plant, largest in the PG&E system, was completed just two years ago at a cost of \$75,000,000.

President Sutherland said the 660,000 kilowatt power producer will be augmented by two 325,000 kilowatt generating units, one each in 1960 and 1961.

Each of the new units will be twice as large as the biggest now in service on the PG&E system.

The company has added 215,000 kilowatts to generating capacity this year for a total of 4,528,000 kilowatts, nearly three times war year capacity.

#### INCREASED POWER USE

Calling attention to the enormous rise in power use anticipated for future years in the area the company serves, Sutherland said the East Bay units will bring additions under construction or

scheduled for completion during the next five years to 1,495,500 kilowatts.

Of this increase, 870,000 kilowatts will be steam projects and 625,500 hydroelectric.



**NORMAN R. SUTHERLAND**  
President  
Pacific Gas & Electric Co.

Sutherland said the trend is toward very high-pressure, high efficiency units of large capacity, made possible by recent advances in technology.

#### VAST INCREASE

He projected northern and central California's power requirements by 1970 at 10,000,000 kilowatts. He indicated the company proposes to supply most of the total; government agencies the balance.

"In our business," he declared, "we look much farther ahead than the coming new year . . . Utility service must be ready when customers need it."

#### NUCLEAR POWER

The president of PG&E said the company expects that nuclear power plans may become economically competitive with conventional steam plants during the 1960 decade.

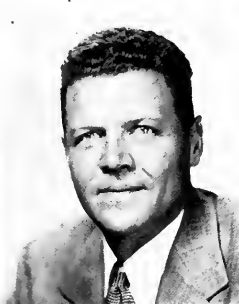
In that case, he commented, a portion of new generating capacity to be added to the system will be nuclear. The company is engaged in two nuclear-electric developments, one near Chicago and the other with General Electric Company near Pleasanton.

## Wilson Meyer Again Named Head Of S.F. Cow Palace Operations

**O**FFICERS of THE No. 1-A District Agricultural Association, which operates the Cow Palace, have been elected for another year beginning this month.

Chosen for a second term as president of the eight-man board of directors was Wilson Meyer, prominent San Francisco business and civic leader, and president of Wilson & George Meyer & Co., the West's largest industrial and agricultural chemical firm.

As first vice-president the board re-elected Dr. Louis G. ("Dutch") Conlan, president of City College of San Francisco and one-time foot ball star at St. Mary's College. Dr. Conlan is chairman of the Cow Palace's sports committee.



**J. W. MAILLIARD, III**  
2nd Vice-President



**WILSON MEYER**  
President

#### MAILLIARD REMAINS

J. W. Mailliard III, import and export executive, horseman, former president of the San Francisco Chamber of Commerce and current chairman of the annual March of Dimes drive, was named to continue as second vice-president. Mailliard is chairman of the building grounds, rodeo and Junior Show committees of the board.

At their meeting at the Sheraton-Palace Hotel, the directors also re-elected Nye Wilson for his seventh year as secretary-manager of the district and the Cow Palace. In that capacity he also serves as manager of the Grand National Livestock Exposition, Horse Show and Rodeo each autumn, and the Junior Grand National, world's largest show of its kind, each spring.

## Superior Court Judge Sweigert Elected As New Presiding Jurist

**E**LECTED BY THE 22 JUDGES of the Superior Court, Judge William T. Sweigert, assumed his new post as presiding judge, January 7. He succeeds Judge Twain Michelson for the one-year term.

Judge Sweigert became a jurist in January, 1949 when he was appointed to the Municipal Court by Governor Earl Warren. He filled the unexpired term of Judge Michelson when the latter moved up to the Superior Court.

#### MOVES TO SUPERIOR COURT

On June 28, 1949, Judge Sweigert was elevated to the Superior Court bench by Governor Warren to fill the unexpired term of the late Judge James G. Conlan.

In the 1950 general election Judge Sweigert won handsomely and last year he was re-elected for another six-year term. He had no opposition. The post pays \$18,000 a year.

A native of San Jose, California, Judge Sweigert was born on November 13, 1900. He was educated at St. Ignatius High School here, and obtained his A.B. and LL.B.

degrees from San Francisco University.

#### LAW INSTRUCTOR

From 1923 to 1940 the jurist was instructor of law at USF during that period carried on a private law practice.

The versatile and popular jurist served from 1940 to 1943 as a assistant and then chief assistant to the Attorney General in the Warren regime, and from 1943 to 1948 he held down the responsible post of executive secretary Governor Warren.

Judge Sweigert is a member of the George Washington Post-American Legion, the Knights Columbus and the Fraternal Order of Eagles.

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## Salvatore Tarantino First Fish Broker . . .

### Opening of Franciscan Restaurant To Mark Continuance of Fisherman Wharf Tradition

THE OPENING OF THE FRANCISCAN RESTAURANT at Pier 43 1/2, Embarcadero on Fisherman's Wharf in February will mark an interesting combination of San Francisco traditions. Co-owner President of the Board of Permit Appeals Joseph C. Tarantino's contact with the wharf dates to the day it became the commercial fish distribution center for the West.

Salvatore Tarantino, the commissioner's father, became the wharf's first fish broker in 1880.

Operations on the wharf were quite different in those days.

Picture an Italian, holding a fish, talking Chinese to six Orientals at 3 o'clock in the morning.

#### SPOKE CHINESE

Nobody on Fisherman's Wharf takes much notice. The Italian fisherman was Salvatore Tarantino. He had found it necessary to master the language of his Chinese customers. In fact, he spoke it almost as well as he did English. In his business he had little need for English because most of his customers in those early days were Chinese or Italian.

#### SUCCESS STORY

Tarantino came here as a fireman on a fishing trawler, saved his money for a year, and then before he knew a word of English established the business his family has carried on ever since. This is the traditional success story of our city.

Co-owner Thomas Gray is manager of the Down Town Association of San Francisco. The association came into being in 1907 in connection with the rebuilding of our city after the catastrophe of 1906. Since that time it has been identified with every move for the betterment of business facilities and the general development of our downtown area.

#### FOR CIVIC PROGRESS

Gray has long been known for his "tremendous interest" in all projects for civic progress.

He has most recently been identified as the workhorse behind our local effort to bring major league baseball to San Francisco.

The venture in which these truly



JOSEPH C. TARANTINO  
President  
Board of Permit Appeals

representative San Franciscans have joined should exemplify the very finest of our city's tradition.

The Franciscan will in the persons of Commissioner Tarantino and Mr. Gray blend the oldest story on the wharf with the newest effort for civic progress.

#### IDEAL LOCATION

Located at the very entrance of Fisherman's Wharf, as it is approached from the Ferry Building along the Embarcadero, the magnificent structure combines one of the oldest commercial businesses in our town with the finest and most modern of culinary facilities and surroundings.



THOMAS GRAY  
Manager  
S. F. Down Town Assn.

# CITY-COUNTY RECORD

KENNETH H. ALLEN . . . . . Publisher  
CHARLES A. SIEGFERTH . . . . . Editor  
RICHARD H. ALLEN . . . . . Associate Editor  
DODD M. McRAE . . . . . General Counsel

#### Contributing Editors:

William Flynn—Record Biographies; Whit Henry—Around and About

Dr. A. J. Cloud—Education, S. F. Public School History

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## Around and About

By WHIT HENRY

AT VARIOUS TIMES in the past I have been intrigued by an advertisement that offered presents from foreign lands on a monthly basis for a modest fee. I succumbed to the lure and have never been so pleasantly surprised from anything for many years. A few days ago I received a set of brass trays that were made in Korea.

The following was in the descriptive brochure that accompanies each gift:

"How many times we have seen their faces in our newspapers, newspapers and magazines . . . and yet how very little we know about the Koreans! Perhaps it is because we have known them as comrades-at-arms and not in the time of peace when nations really come to know each other. And what we may not have guessed is that the Koreans long for peace above all things. The very name they have for their country—the Land of Morning Calm—expresses this poignant aspiration.

#### BUDDHA SMILES

"And yet the Koreans have seldom enjoyed real peace. Their tranquil god Buddha smiles from a thousand temples, but for centuries every Korean city had to be walled against invaders. The great mountains of Korea lift the spirit in thanksgiving to the great Creator—yet the coast of Korea has known invasion and struggle since the memory of man.

"And yet the Koreans seem to survive against all aggression. Their greatest tragedy in war was in the 13th Century when the Golden Horde of Tartars swept down upon the country and laid it waste from end to end. Yet, as they did again and again, these gifted, industrious people eventually threw off the foreigner's yoke

and went about their peaceful pursuits once more.

"In their times of peace, the  
(Continued on Page 4)

### How well do you know San Francisco?



Even most lifelong residents of the Bay Area haven't visited all the famous landmarks that have made San Francisco beloved the world over. If you're a stranger, a Gray Line tour is a must; if you're a native, you'll still find a tour exciting, informative, entertaining. Be sure to tell visiting friends: Take a Gray Line tour of San Francisco. Hundreds of thousands do—every year and say, "There's nothing like it!"

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## WHIT HENRY

(Continued from Page 3)

Koreans have shown great inventiveness in both the arts and sciences. They invented the first moveable type—before Gutenberg was born! They built the first ironclad ship 350 years before our Monitor! Their arts flourished and were known everywhere in the world for beauty and good taste.

"Now, once again, the unconquerable Koreans are trying to rebuild their devastated country. The war ruined their agriculture and their industry alike; a less courageous and resourceful people would have settled into permanent despair. But the great tradition of the Koreans sustains them in this dark hour of their history.

### ANIMAL TRAYS

"Your Around the World Shoppers Club is particularly proud to be associated with these wonderful people in sending you your pair of animal trays as your gift this month. As with most of our gifts, these are hand-made in the traditions of the country and the animals represent the twelve months in the ancient Korean Zodiac.

"Thus, the mouse stands for January, the cow for February, the tiger for March, and the rabbit for April. May is a dragon, June is a snake, July is a horse, and August is a sheep. The monkey means September, the cock October, the dog November, and the boar represents December!

### CLEVER ARTISANS

"Your trays have an added significance because of the circumstance of their creation. They are cast of brass salvaged from the great number of brass shell casings used in the war! We know this is rather a strange way for artisans to obtain their materials, but there is little raw material in Korea today, and this is the only metal they have to work with.

"But we think these hand-made trays are handsome gifts indeed, and you will find them very useful as candy and nut dishes, as pin-trays, or even ashtrays. Above all they are inspiring examples of the ingenuity of man that can fashion beauty out of the debris of war and symbolic and tangible proof of the imperishable spirit of man and his unconquerable will to endure.

"We know you will cherish your animal trays in this spirit. Use them in your house, and tell your friends of the wonderful Koreans who can fashion these lovely things out of the debris of war."

The foregoing is indicative of why I am happy in my membership in the Around-the-World Shoppers Club of Elizabeth, New Jersey.

**I T WON'T BE TOO LONG** before the San Francisco Seals take off for training camp in anticipa-

tion of the opening of the Pacific Coast League. Opening day will be Thursday, April 11. If you are desirous of seeing the Seals in action prior to the opener and against big league competition, put a circle around the dates of March 22, 23, and 24 when our local hopefuls will meet the Boston Red Sox at the Seals Stadium.

Last year wasn't the best for attendance but on November 8, 1950, Portland played Oakland before exactly one paying customer.

In 1918 Otto Crandall was pitching in rare form against Salt Lake. Getting rid of the first two batters in the start of the ninth inning he was within one out of pitching a no-hit game, the dream of all pitchers. The third batter stepped to the plate and drove out a hit, ruining a possible no hit performance. Who got the hit for Salt Lake? Crandall's brother Karl.

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## Griffith Leaves Progress To Resume Activities In Public Relations Field

Gardner Griffith, editor the past three and a half years of **The San Francisco Progress**, has resigned his post to re-enter the public relations field.

Griffith, regarded as one of the best newspapermen in the West and regarded highly in local and state politics, will specialize in political public relations. He has engineered several big political campaigns in the past, and is close to some of the biggest political figures in the state.

Griffith left for a month's vacation. He will wind up in Miami, Florida. He will resume active work in public relations the first week in February.

Griffith is a member of the Press & Union League Club, the Olympic Club and several other organizations.

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## Grand Jury Commends S. F. Appeals Board In Annual Report

The San Francisco Board of Permit Appeals was highly commended recently by the 1952 Grand Jury in its current report.

Part of the report follows: "We found their (Board of Permit Appeals) hearings conducted openly, and in a highly ethical and honorable manner. It is our conclusion that the present Board and its secretary are rendering an important and necessary service to the citizens of San Francisco, and should be commended for their devotion to their difficult job—made the more difficult because their decisions and ruling on appeals and grievances, whether imaginary or real, may in many cases never prove to the satisfaction of all parties concerned."

In nearly twenty-five years, all cases carried on appeals as high as the California Supreme Court resulted in judgments upholding the Board's decisions.

The Board is comprised of Joseph C. Tarantino, newly-elected president; Clarence J. Walsh, vice president; Peter Tamaras, Harold C. Brown and Ernest L. West. J. Edwin Mattox is the Board's secretary. President Tarantino succeeded Harold C. Brown for the one-year term.

Dried coconut meat, or copra, is the third ranking import at San Francisco.

## NEW YEAR'S GREETINGS

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*A Diplomat In Action . . .***WILLIAM JACKSON LOSH****Farmers' Friend, Public Relations Ace,  
Who Walked and Talked with Presidents**

By WILLIAM FLYNN, Record Staff Writer

**T**HE MUNICIPAL GOVERNMENT of San Francisco has one distinction. It is a notable waster of talent. And a veritable **Fort Knox** of proven talent on which the city could draw more heavily is William Jackson Losh, the brains of the Regional Service Committee.

He is ready, willing, and able to pay the city even more handsome dividends than he has returned for the annual \$15,000 investment (including expenses) made in his activities from the municipal publicity and advertising fund administered by Chief Administrative Officer Thomas Anderson Brooks.

**ACCOMPLISHED MUCH**  
During three city administrations, Losh, truly a professional in his methods of operations which are made more effective by his character and personality, has accomplished much.

He has won friends for San Francisco among the agricultural community of California—which is something of an accomplishment when the state of relations of the late '30's is recalled. Not many do. They came in after the first act ended and are too indolent to read the program notes.

He also is remembered by many of the influential opinion reporters and makers of the world who were left with nostalgic memories of San Francisco because of his activities at their working host during the founding of the United Nations at the War Memorial Opera House.

**10-SECOND DASH MAN**

Losh is an individual full of surprises. None would think to look at his rather portly figure today that once he was a ten second dash man at Stanford University during his under-graduate days.

He has one surprise left in his future. He may drop around the Second Floor Press Room at the City Hall to resume the task of breaking in a young reporter that began twenty odd years ago.

He met the young man that appointed day, checked his mail, put on his hat, and remarked:

"I'm going down to The Examiner to pick up my check and I should be back about noon."



**WILLIAM J. LOSH**  
Public Relations Director  
S. F. Regional Service Committee

He never did come back.

William Jackson Losh was born in Oakland, October 1, 1896, the son of Frank A. and Mae Gregg Losh. His grandfathers came to California during the Gold Rush.

His boyhood was spent in Mill Valley. He attended public and private schools and was graduated from Stanford University in 1920, being awarded a Bachelor of Arts degree with a major in philosophy.

He was 20 months late in graduating. A little matter of World War I service delayed him.

**AWARDED FRENCH CROSS**

He served with the First Stanford Ambulance Unit, was at Verdun when the United States entered the War, and later served with the United States Army Ambulance Service, attached to the French Army. He commanded a unit with the rank of first lieutenant. He also served in Albania and Serbia, and three times was cited for the French Croix de Guerre.

After graduation, Losh's first

serious job was secretary to the first Polish Minister to the United States, a post he received through the recommendation of the Herbert Hoover organization. He continued to patrol the diplomatic beat as a diplomat for two years and then did an about face. He became a diplomatic reporter for the United Press in Washington in 1922.

**COVERED WHITE HOUSE**

During his wire service career, Losh covered all executive departments and commissions and finally the Senate and the White House. On the wall of his office at 251 Kearney street is a picture of him and President Calvin Coolidge chatting in the White House Rose Garden.

More accurately, Losh is talking and the President is listening—as usual. After covering the Coolidge campaign in 1924, he was appointed manager of the United Press Washington Bureau; a post not given to "dummies" or incompetents.

When the famed Scopes "Monkey Trial" of the "Roaring Twenties" captured the imagination of the nation, Losh was on hand as a reporter and filed the story of the forensic battles between William Jennings Bryan and Clarence Darrow concerning their opinions of the theory of evolution.

**INTRODUCED BRYAN**

Before his Washington career concluded, Losh had the last interview with Bryan before the statesman's death and also he was the last reporter to see President Woodrow Wilson alive.

But politics was not only Losh's beat. He covered the "rum fleet" off the Atlantic Coast and visited Cuba with government officials to assist in the negotiation of an anti-smuggling treaty. In 1926 he served as a United States delegate to the Pan-American Congress of Journalists.

**LOVES SAN FRANCISCO**

While all this was interesting, it was not what Losh wanted. He wanted to live in San Francisco and he moved across the continent

with his family because "it is better to sell pencils in San Francisco than be rich anywhere else."

He spent several years in business and then joined the staff of the **San Francisco News** in 1933. A year later his talents were acquired by **The Examiner**, which used him on all types of assignments, including City Hall.

**FORM PUBLIC RELATIONS FIRM**

At **The Examiner**, Losh met a co-worker, John C. Lee, the man with the most analytical mind in the world. In 1935 they formed their own public relations office.

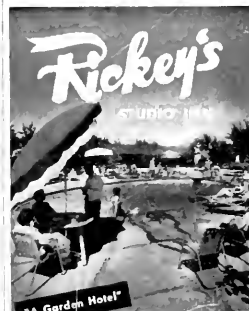
The reasons for this detachment from a payroll were involved in a number of circumstances.

Then, as now, California was the **Number One** agricultural State in the Nation and San Francisco the service supply center of the richest farm area.

**NEW WEALTH**

Every element of San Francisco's economic life benefits from the more than \$2,500,000,000 of new wealth which agriculture pumps annually into the State's economic blood stream. This is divided among practically everyone—food processing plants, printing

(Continued on next page)



**4 FAMOUS RESTAURANTS**  
Palo Alto, San Francisco and Stonewton, California

## WILLIAM J. LOSH

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establishments, advertising agencies, banks, insurance companies, warehouses, cold storage plants, and the Port of San Francisco.

This is a fact of life little known or appreciated by San Francisco generally. Twenty years ago the San Francisco Chamber of Commerce was so aware of the situation that it did not have an agriculture committee. The members, it may be presumed, thought milk really came in bottles.

### AGRICULTURE NEGLECTED

Little attention was paid to agriculture's importance to San Francisco until the long series of waterfront strikes in the 1930's tried the patience of the farmers to the breaking point.

As their imports of farm supplies and exports of farm products were tied up for long periods on San Francisco docks, the city's relations with the rural economy developed serious sores.

### CRITICAL OF SAN FRANCISCO

A survey of farmer opinion about San Francisco in 1939 revealed that 95 per cent of them were critical of San Francisco. In numerous instances the farmers diverted purchases away from San Francisco because of their feeling of distaste for The City.

This attitude was brought home in even more dramatic fashion, in the same year, when San Francisco's perennial attempt to regain control of its harbor from the State was passed by the Assembly but was heavily defeated in the rural-controlled Senate.

### LOSH-LEE REPORT

This lesson deeply impressed Losh and Lee, who had been retained by the Rossi administration to make the attempt to return control of the port to the municipality.

In their final report, they frankly told the city that it had better dismiss any hope of regaining harbor control until it had mended its relations with rural California. They recommended that an official municipal agency be set up to work toward improving city-country relations and they suggested an economical, practical program.

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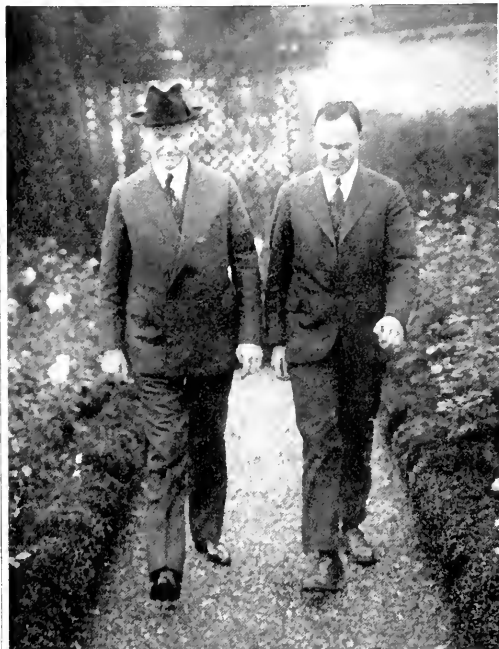
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## Secret Confab With Coolidge



MEMORABLE CHAT - - President "Cal" Coolidge in serious tete-a-tete with Reporter Losh during White House Garden stroll. Losh is doing the talking.

The result was the establishment of the Regional Service Committee on August 7, 1939.

Membership of The Advisory Committee on Regional Service included ten city officials who had the responsibility of making policy or directing operations, some of which were rooted in the rural areas.

The Board of Supervisors, which authorized establishment of the Committee, told the members:

"Improve the city's relations with its rural neighbors."

The first chairman was the late Harold C. Boyd, City Controller, whose untimely death left San Francisco government drifting helplessly many a year without a competent individual at the helm.

### LOSH-LEE SELECTED

He selected Losh and Lee to do the work for the new committee. Since that time Lee has gone on to other things, assumed the international status of an individual who thinks nothing of flying around the world without a hat, and now is a resident of Indonesia.

Losh has carried on the work of the committee that caused John C. Pickett, respected and knowing farm editor, to remark:

### IMPROVES RELATIONS

"San Francisco has done more to improve its relations with its neighbors than any other city in the country."

Boyd was succeeded by Mr. Brooks as chairman of the Committee and the Chief Administrative Officer has firmly supported the activity since.

Mr. Brooks is not one to spend the taxpayers' money on finger-painting projects. He demands results. Losh, in a quiet, unspectacular manner, obtained them for the benefit of San Francisco.

### FOOD GROWERS HELPED

One of the first projects undertaken was to prove to the food growers of California that San Francisco could help them in a manner that counted money.

In 1939 there was a surplus of Watsonville Newton Pippin Apples in Santa Cruz County. The Committee touched off a campaign to make San Francisco citizens consumers of apples. Within one week, 35,000 boxes were sold.

The result was the Santa Cruz farmers had cold cash in their accounts rather than apples in cold storage, and the members of the San Francisco Medical Society

were practically out of work for many a day.

### REPEAT PERFORMANCE

Ten years later, the Committee did a repeat performance for the benefit of the Gravenstein growers of Sonoma County.

At the urging of Losh and the Committee, the Chamber of Commerce looked beyond the county line and established an agricultural committee.

The Committee also inspired the Chamber to establish a mining committee which has been successful in whatever work a Chamber does to be successful.

When California farmers begged for help to harvest their crops during World War II, the Committee brought about the formation of a Wartime Harvest Council which mobilized city manpower for farm work.

### FARMERS' MARKET

When John Brucato invited Marin and Sonoma pear growers to bring their wartime surplus pears to San Francisco and sell them from a vacant lot, the Committee recognized that this Farmers' Market was an important addition to the city's goodwill potential. Thus was born the famed "Farmers Market."

The Cow Palace prepared to open with the first Grand National Livestock Exposition in 1941. The management sought \$50,000 from the Board of Supervisors to promote the inaugural show, agreeing to spend the money under the direction of the Regional Service Committee.

### NATIONAL INSTITUTION

The money was well spent and the Cow Palace was firmly entrenched as an national institution which housed the Republican National Convention — and Joe Smith — in 1956.

One of the most vocal groups in California and in 1939 — one of the most critical editorially — is the

(Continued on Page 8)

## BROOKS

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# Second Mayor Charles J. Brenham

## Dynamic Figure on Sea and Land

By CHARLES A. SIEGFERTH, Editor

(EDITOR'S NOTE: This article is the second of a series dealing with San Francisco Mayors. The third, of Mayor Stephen R. Harris, M.D., will appear in the February issue of THE CITY-COUNTY RECORD.)

(Photos loaned by Reference Department of the San Francisco Library.)

CHARLES J. BRENHAM, gallant, cordial and popular commander of some of the finest steamers operated on the Mississippi River, running between Vicksburg and New Orleans, found himself at Natchez, Miss., a master on one of the steamboats on the great "Father of Waters" before the age of 20.

Later in life, he became the second and fourth Mayor of San Francisco. He was a sturdy campaigner and wielded a vocabulary wrapped in magic.

Brenham was born in Frankfort, Kentucky, November 6th, 1817. He left home early in life.

When he arrived in New Orleans, the underwriters at first refused insurance, because of his extreme youth. He might have imitated in his reply the pat retort of John Randolph—"Ask my constituents." But the opinions and endorsements of older heads finally overcame the objections to his younger one, and he was allowed to occupy the position which his capacity had won.

### COMPETENT COMMANDER

He proved himself a very competent commander. Having followed the business with varying success for several years, now in the full tide of fortune, now seeing the flames consume or the waters engulf his entire possessions, he finally determined to seek a new field of adventure.

Brenham left New Orleans, June 14th, 1849, for California, and arrived at San Francisco on the 18th of August following. A short time afterwards he took command of the steamer McKim, running between San Francisco and Sacramento.

### NOMINATED BY SURPRISE

While thus employed, he was

in 1850, much to his surprise, nominated by the Whig party as a candidate for the mayoralty. Brenham had always been a thorough and ardent Whig, but had taken no part in politics. The nomination was unsolicited and unexpected, and Brenham being very prosperous at the time rather deprecated the election than otherwise; indeed the position was strange to one who had never contemplated such a thing. The canvas was warmly conducted; but Brenham never left his business for a moment, nor did he once go on shore for the purpose of electioneering having stipulated with the party that he would only accept the nomination on the condition that he should not be required to neglect his private business. He was however, defeated by the election of Col. John W. Geary.

### BUYS STEAMER

A short time afterwards, Brenham, in conjunction with others, purchased the steamer Gold Hunter. He took command of that vessel, and remained in her until she was placed in the Mazatlan trade. In 1851, he was again nominated by the Whig party for the mayoralty. He was opposed by Frank Tilford, a very popular Democrat,



CHARLES J. BRENHAM  
2nd Mayor of San Francisco

and for the previous year recorder of the city.

The canvas at this time was severest, and the excitement the greatest by far that had taken place at any previous election, and greater than any other which had taken place since; and it can be said that success of the ticket was mainly attributable to the activity and exertions of Brenham.

### CAPABLE ORATOR

For weeks previous he made speeches every night, and considering that he was quite unaccustomed to fill such a position, he acquitted himself as a public orator with great credit. On the 5th of May, 1851; — the day after the great fire, Brenham entered upon

his new duties. The city was burned down, and broken in credit; she had not funds sufficient to buy even stationery for the officers of the municipal government.

The year 1851 will be regarded as the most eventful that had yet occurred in San Francisco, and the administration of the municipal affairs may be considered an era in the history of the city, as having been the most economical, faithful and watchful of her true interests.

The Common Council was composed of men who had the interest of the city alone at heart, and who nobly responded to the exigencies of the times. Besides the embarrassment occasioned this year by the prostrate condition of the municipal affairs, this administration encountered all the excitement and troubles of the Vigilance Committee times.

### NOTED RIOT

The position of the mayor was one of great delicacy and difficulty; but he faltered not, although in the strict discharge of his duty he was often compelled to appear in open collision with the people. In the noted riot, when attempts were made to wrest from the court and officers the prisoner Lewis, charged with arson, nothing but Brenham's resolution and firmness prevented the mob from taking Lewis and executing him at once.

Among the many acts of the mayor during this year worthy of great praise, time has shown that none will compare with his advo-

(Continued on Page 9)

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## WILLIAM J. LOSH

(Continued from Page 6)

press. It includes 350 daily and weekly newspapers published between the Tebechapis and the Oregon border.

### REGIONAL NEWS SERVICE

To show editors that San Francisco was aware of its own shortcomings and was eager to regain their good-will, the Committee began publishing Regional News Service, a weekly clip sheet containing news about San Francisco, comment on timely topics, features, shorts, and fillers. The service has proved to be of such value that it is continued.

The early successful efforts of the Committee set a pattern which has been followed ever since, but modified to meet changing conditions. The result has been that the farmers and their business men have ceased denouncing San Francisco.

### TRAFFIC COMPLAINTS

A modern complaint about San Francisco voiced by its neighbors no less than its citizens is the city's traffic congestion, lack of parking space, changing traffic patterns, tow-away zones and other nuisances irksome to motorists.

On the theory that complaints would diminish if visiting motorists were given as much advance knowledge as possible, the clip-

sheet continues to furnish all rural newspapers news of traffic regulations, tow away and parking meter zones, one-way streets. The newspapers print it, potential visitors learn of such "dangers" or Big City life—and the complaints have drastically decreased.

The Committee has supplemented the work of the Convention and Visitors' Bureau by helping to bring many farm organization meetings to San Francisco. And their dollars are just as numerous and as welcome as those left by the delegates to such gatherings as the American Medical Association.

### OTHERS GET AID

Not all of the Committee's activities are on the agricultural front despite the fact that agriculture remains the cornerstone of California's economy. The minerals, forest products, fishing and other basic industries can count on aid when they turn to the Committee for assistance.

Looking to the future, the Committee has provided special features for the younger generations by assisting teachers to prepare tours of San Francisco. It also has seen that the city presents awards to Grand National Junior Livestock winners each year.

### AGRICULTURAL REPORTING

Losh has worked with agriculture reporting with the result that the future moulders of public opinion are aware that San Francisco considers farm problems seriously.

The Committee prepares articles for national and regional magazines on San Francisco. A regular contribution is made to the California Magazine of the Pacific, published by the State Chamber of Commerce.

With Mr. Eeroaks, members of the Committee staff continually prepare prize winning exhibits at the California State Fair. Each of these emphasizes the relationship between the State's rural areas and San Francisco.

### IMPORTANT ASSISTANT

Mrs. Violet Lenihan, Losh's assistant, is one of the most important members of the staff involved in the Committee's work. She is the researcher, the one who can answer the difficult questions, who frequently contributes the needed idea.

Other activities in which Losh works for the benefit of San Francisco include the San Francisco Chamber of Commerce "Keep Green" Committee; the California State Chamber of Commerce Statewide Roadside Cleanup Committee; the California Mission Trails Association of which he is a director; and the Redwood Regional Conservation Council, of which he is southern regional vice-president.

### JUDGES' PANEL

Losh also is a member of the Judges' Panel of the California Newspaper Publishers Association and of E. Clampus Vitus, devoted

to the task of preserving memories and traditions of California's past.

In addition to his work for the Regional Service Committee, Losh has been one of the region's most constructive public relation consultants. His clients have included the State Bar of California, the San Francisco Medical Society, the California State Nurses' Association, the Screen Actors Guild, and the Aircraft War Production Board, the San Francisco Hospital Conference, the Western States Meat Packers Association, and industrial firms.

### PUBLIC WELFARE

He devotes considerable of his spare time—what there is of it—to constructive contributions to the public welfare in the field of conservation. He was in the thick of the fight to defeat the Congressional proposal to ruin the Dinosaur National Monument in Utah with a power dam a year or so ago.

His hobby is hiking, trout fishing, and mountain climbing. He is credited by the Sierra Club with the first ascents of two Sierra peaks and he has been commended by the California Conservation Council.

### IMPORTANT MEMBERSHIP

He is a member of the Board of the San Francisco Planning and Housing Association of the Council of Civic Unity, and of the Northern California Chapter of Sigma Delta Chi, journalism's honorary professional society.

As the obvious need for the activities of the Regional Service Committee became less apparent because Losh has stilled the voices of criticism, there has occasionally been some uninformed criticism of his work.

### CAN DELIVER MORE

Regardless of this the fact remains that Losh is capable of much more on behalf of San Francisco than circumstances have permitted him to deliver.

Mayor Christopher, the Public Utilities Commission, and others are concerned with the relations between San Francisco, San Mateo County and Santa Clara County.

Losh has all the qualifications necessary to serve as a successful diplomat in such a controversy. Perhaps the City Hall should assign him to the job of improving relations between the antagonists.

That is just one example of how the City could use his talents more effectively. If called on it is certain that the results would be mutually satisfactory to all concerned for William Jackson Losh is one of those rare individuals who has ability, energy, and down-right good sense.

Because of his many and widely separated hills, the water supply system of San Francisco is one of the most complex of any large city in the world.

## Mayor Christopher, Reilly Get "Man Of Year" Award At City of Hope Dinner

Mayor George Christopher and George R. Reilly, a member of the State Board of Equalization, received "Man of the Year" award at the City of Hope's annual recognition dinner here.

The award was made for outstanding service to the nonsectarian medical and research center at Duane, according to Max Sobel, chairman of the award dinner which was held at the Fairmont Hotel.

Sobel said Christopher and Reilly each have a record of long and enthusiastic support for the City of Hope.

Co-chairmen for the dinner were Maurice Uglow and Ben Blumet. All proceeds will be used to further work at the hospital.

## Shields To Head Realty Board

Peter G. Shields was elected last month by the directors of the San Francisco Real Estate Board to serve as president in 1957.

Mitchell Cutler was elected first vice president; Roy S. Sweet, second vice president; Jack Jacobson, third vice president, and Walt Gordon, treasurer.

Shields, a native San Franciscan, is a specialist in appraisal, sale and management of industrial and commercial properties. He is member of the National Institute of Real Estate Brokers and a broker of the California State Division of Corporations.

He will succeed J. Mortimer Clark, who recently was named president of the California Real Estate Association.

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## MAYOR BRENHAM

(Continued from Page 7)

caety of the measure to have the "Peter Smith" judgments paid, at that time amounting only to the sum of \$40,000. Had his advice and counsel been heeded, a vast amount of money and property would have been saved to the city.

As an evidence of Brenham's presence of mind and firmness in trying circumstances, we may instance the great riot in the case of Captain Waterman. The person named was in the house of Alsop & Co., in which was crowded a most turbulent set of men. About a thousand persons were assembled outside, who were violent and vindictive, and determined instantly to hang Waterman. The mayor appeared, cleared the house immediately, and addressed the crowd, appealing to them to disperse. Finding his appeal to the mob disregarded, he next appealed to the law abiding citizens in the vicinity.

### QUELLED RIOT

Feeling confident that he could obtain their assistance if necessary, he now spoke to the rioters in a determined and authoritative manner; and pulling out his watch, gave them just ten minutes to disperse, or he would take every man of them to prison. Before the expiration of the time granted, the crowd had left, and there remained no traces of the late scene of violence and excitement.

At the general election following, the Whig party, owing to its construction of the law, made no nomination for the city officers. By a subsequent decision of the Supreme Court, Brenham's administration was ejected; and, after some litigation and delay, the Democratic candidates, who had run without opposition—they had received only about eleven hundred votes in a city which had cast six thousand (the people not generally voting),—were installed into office. As soon as the decision of the Supreme Court was made known, Brenham promptly and very gracefully resigned his office to Dr. S. R. Harris, who had been by the court declared elected.

### BANKING BUSINESS

At this period, Brenham commenced the banking and exchange business, in company with Beverley C. Sanders, under the firm of Sanders & Brenham. This firm has been eminently successful in business.

In 1852, during the presidential campaign, Brenham was appointed one of the Whig State Central Committee, and by the committee was elected president. His exertions and efficiency in this capacity

are known and appreciated by the Whig party throughout the state. Brenham was again nominated, and elected, this year, for the mayoralty, and at the same time received from President Fillmore the appointment of "Treasurer of the Mint," and "Assistant Treasurer of the United States," which appointment was confirmed by the Senate.

### PREFERRED MAYORALTY

The commission is dated August 31st, 1852. Although the office of treasurer of the mint was lucrative, and one of great honor and trust, still Brenham, preferring the mayoralty, declined the acceptance of the appointment. In this he was partly influenced by the fact that his partner, B.C. Sanders, at the very same time received and accepted the appointment of Collector of the Port.

Many important matters arose during the second term of office of Brenham, as mayor which required great judgment and discretion. In the management of those matters, he displayed striking ability and integrity. His messages will compare favorably with state documents of greater reputation. He was often obliged to veto the action of the Council, and generally his action was to the entire satisfaction of the people and the welfare of the city. During Brenham's whole official career, not the slightest imputation was ever made impugning the purity of his motives or his strict integrity. He was never interested in any way peculiarly with any speculation connected with the city. He never availed himself of his position for the purpose of personal aggrandizement. No one ever has performed, or ever will perform the duties of an office with more purity of purpose, and with a greater regard for the true interest of the city, than did Brenham. He retired from his office without the slightest taint or suspicion.

### DECLINED REAPPOINTMENT

Satisfied with the honors he had enjoyed, and with a determination to eschew both office and politics for the future, Brenham declined a reappointment as a member of the Whig State Central Committee, and has since then devoted all his time and energies to the business of his house.

Few men had so many personal friends among all classes as had Brenham. His manner was eminently cordial, conciliatory and companionable. In every situation, which circumstances and the choice of his fellow-citizens have placed him, he was found competent and faithful.

## Governor. Mayor Commend Venture . . .

## Judge Levin's Address Impresses Crowd at S.F. Ashram Dedication

MUNICIPAL JUDGE GERALD S. LEVIN, former president of the San Francisco Bar Association, and an outstanding figure in civic and fraternal organizations, on January 6 delivered the principal address at the dedication of the San Francisco Ashram of the Cultural Integration Fellowship, 2650 Fulton Street, corner of Third Avenue.

An overflow audience attended the festivities.

Other scheduled speakers were Dr. Frederic Spiegelberg, professor of Asian and Slavic Studies at Stanford University; Ernest Wood, new president and dean of the American Academy of Asian Studies of San Francisco and B.N. Nanda, Consul General of India, San Francisco.

### INDIAN MUSIC

Indian music and refreshments followed the interesting ceremonies.

A congratulatory telegram was sent by Governor Goodwin J. Knight in which he stressed the "need for such a spiritual center."

Mayor George Christopher also expressed his praise in a letter anent the opening of the new San Francisco Ashram.

### NOTED SCHOLAR

Dr. Haridas Chaudhuri, Ph.D., professor of philosophy, psychology



JUDGE GERALD S. LEVIN  
Moved Into Superior Court

Judge Levin, chairman of the Municipal Committee of the Conference of California Judges, was for 32 years a member of the law firm of Pillsbury, Madison & Sutro. He was legal advisor to such top notch firms as the Equitable Life Insurance Company, Bank of California, the California Packing and other large corporations.

A graduate of the University of California, where he obtained his B.A. and LL.B. degrees, Judge Levin also attended Harvard Law School. For ten years he taught courses in Equity & Trust at the Golden Gate College.

### PROMINENT MASON

The jurist is prominent in California Masonry and many other fraternal and civic organizations.

He founded the "Brief Case," magazine of the San Francisco Bar Association, and has written extensively for legal and other publications.

He was appointed to his present post by Governor Goodwin J. Knight, a friend of long standing.

Judge Levin moved the large audience with his talk on "The Values of Spiritual Culture." He was vociferously applauded.



DR. HARIDAS CHAUDHURI  
Director of S. F. Ashram

and religion at the American Academy of Asian Studies, is the director of the San Francisco Ashram. He is also the author of several well known books on philosophy and psychology. He delivered an inspiring address.

The new Ashram is a residential study and meditation center with a spacious auditorium where religious services along entirely nonsectarian lines will be conducted each Sunday morning at 11 o'clock.

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## Retirement Benefits Expert . . .

### "Bill" Reed, Eighth M.E.E.A. President, Makes Notable Record As Land Appraiser

(EDITOR'S NOTE—This is the second in a series of articles about the Municipal Executives Employees Association, the only organization of its kind in the country, and the top officers of the M.E.E.A. since its founding 14 years ago.)

By VIRGIL L. ELLIOTT  
Director, Bureau of Public Service  
S. F. Public Utilities Commission

THE MUNICIPAL EXECUTIVES EMPLOYEES ASSOCIATION had become a mature organization by the time William T. Reed became its president in 1951. Its formative period over, the M.E.E.A. was now ready for its officers to broaden its scope and emphasize its functions in relation to the gaining of membership.



WILLIAM T. REED  
Chief Land Appraiser

Reed brought with him into the M.E.E.A. presidency a thorough knowledge of the city and county employees retirement system, and it was in this field that he made his major contribution to the M.E.E.A. program during his 12 months at the helm of the organization's affairs.

#### INVALUABLE HELP

Several years earlier Reed had helped in the successful campaign conducted by the M.E.E.A. to raise the retirement limit from \$500 to \$700. While he was president, the M.E.E.A. sponsored the raising of the limit from \$700 to \$900. Reed later led successful drives to remove the limit entirely and to obtain added retirement benefits for municipal workers.

His extensive background knowledge in retirement matters was given further recognition in early 1956 when he was elected as an employee member of the Retirement Board.

"Bill," who has won widespread

respect and admiration for his varied abilities, is chief land appraiser serving under Assessor Russell Wolden. The 57-year-old native born San Franciscan has been a city and county employee since 1922 and a member of the assessor's staff since 1927.

He heads one of three main appraisal divisions in the assessor's office. The other two are the improvements division, of which Herman W. Luft is chief, and the personal property division, headed by Orlin Krupp. The three division chiefs are directly responsible to Wolden.

#### SUPERVISES LARGE STAFF

Reed supervises a staff of 20, of which 13 are land appraisers, three are supervising appraisers and



THOS. A. TOOMEY  
Past President of MEEA

four are clerical employees. Each appraiser is assigned to a specific district, although assignments are rotated from time to time.

He explained that his appraisers strive to maintain the assessed

valuation of land on a basis of 50 per cent of the full cash value. Areas currently being resurveyed, he added, include Market street from the Ferry Building to the top of Twin Peaks, Union Square, the south of Army Street industrial section and commercial districts in residential neighborhoods.

#### SPEED TRANSIT

Reed said the building of freeways has taken many valuable properties off the tax rolls in recent years. He stressed that if downtown values are to be maintained, something will have to be done to speed up public transit and to provide more parking spaces for automobiles.

"Despite our problems," he said, "San Francisco's property values hold comparatively steady through depression and boom times."

These observations he has gained while serving chief of the appraisal division which has jurisdiction over all taxable land in San Francisco except Public Utilities properties (privately owned), which are appraised by the California State Board of Equalization.



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valuation of land on a basis of 50 per cent of the full cash value. Areas currently being resurveyed, he added, include Market street from the Ferry Building to the top of Twin Peaks, Union Square, the south of Army Street industrial section and commercial districts in residential neighborhoods.

What would your words be, Mr. Reed, if you had 10 seconds on a radio program to speak to San Francisco taxpayers?

"I would advise our citizens to come into our office in the City Hall and let us explain the methods we use in arriving at assessed values."

And finally, Mr. Reed, what in your opinion is the greatest value of the Municipal Executive Employees Association?

"I feel its greatest value is the personal contact it provides its 146 members. They get to know each other at M.E.E.A. gatherings, and this expedites handling of city business matters by our top executives."

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**H**ARVEY G. FOSTER assumed his new duties here recently as Special Agent in Charge of the San Francisco Division of the Federal Bureau of Investigation. He succeeds William M. Whelan who headed the San Francisco Office for more than three years prior to his move to Washington, D.C., as an official in the F.B.I.'s Training and Inspection Division.

A veteran of 17 years FBI service, Foster, age 44, is a native of Indianapolis, Indiana, and a graduate of the University of Notre Dame. He played varsity football at Notre Dame, earning his ND monogram in 1937.

**OLD TEAMMATES**

Among his fellow teammates who are well-known locally are Joe Ruetz, Assistant Football Coach at Stanford University, Joe Kuharich, formerly Head Coach at the University of San Francisco and presently with the Washington Redskins, and Nevin McCormick of Livermore. He also played with such football greats as All-Americans Chuck Sweeney and Ed Beiner.

In 1939, during his last year of law school, he served, along with Joe Kuharich, as a Notre Dame Assistant Freshman Football Coach.

Foster proudly points out that of the five men who played left guard while he was at Notre Dame, four of them, including himself, later entered the service of the FBI. This also includes Joe McMahon who served as Assistant Special Agent in charge of the San Francisco Office prior to his appointment last spring as Special Agent in charge of the Birmingham, Alabama, Office of the FBI.



HARVEY G. FOSTER  
Special FBI Agent  
Heads S. F. Division

Upon his graduation from the University of Notre Dame Law School in 1939, Foster entered the FBI and has served in Des Moines, San Antonio, Houston, San Juan, Puerto Rico; FBI Academy, Washington, D. C., as a firearms instructor; Los Angeles and Indianapolis.

In July, 1947, he was appointed Special Agent in charge of Indianapolis and has since served in this capacity in El Paso, Cincinnati,

Boston and Newark. He came to San Francisco from his post in Newark.

While the expert use of firearms is an essential part of his occupation, Foster has also made this activity his hobby and has engaged in competitive pistol shooting matches throughout the country. In 1955 and 1956 he participated in the national championship matches at Camp Perry, Ohio.

**ADMITTED TO BAR**

Foster has been admitted to the practice of law before the Indiana Bar and before the United States Supreme Court.

He feels that one of the highest honors, not connected with his FBI employment, ever accorded him was his presidency of the Notre Dame Alumni during the year 1952, at which time the Alumni numbered more than 18,000 members.

Foster is presently residing in Burlingame with his wife Mable and their two sons, John, 14, and Daniel, 13. John is attending Burlingame High School and Daniel is enrolled at the Burlingame Intermediate School.

Foster states that while he has enjoyed living and working in all the places to which he has been assigned, it has always been his hope that at sometime he would have the opportunity to experience the pleasure of living in the San Francisco area.

Naturally, he was most pleased when he received his assignment here and reports that he has found San Francisco to be everything that he has heard about it.

The broad feet of the lynx enables it to walk on top of the snow. It does not hibernate and is active all year.

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## Mayor Picks Topnotch Executives . . .

### Stuart Greenberg, Don Fazackerley In New P.U.C. Posts; Baron Stays

TWO PROMINENT SAN FRANCISCANS have been named to the San Francisco Public Utilities Commission and a third has been re-appointed as Commissioner by Mayor George Christopher.

Newly appointed are Stuart N. Greenberg, philanthropist and businessman and Don Fazackerley, former member of the Board of Supervisors. Re-appointed for a third 4-year term, effective January 15, is



STUART N. GREENBERG  
Appointed P. U. C. Member

Edward B. Baron, retired theater owner.

Greenberg, who succeeded Donald A. Cameron, resigned, will serve in his new position until 1959—filling out the unexpired term of his predecessor.

The P.U.C. is composed of five members who are appointed by the mayor for four-year terms. "The job is one solely of 'public service,' and is usually filled by men of 'high calibre.'"

#### A BELOVED MAN

Commissioner Greenberg, one of the most beloved figures in San Francisco, is president and owner of M. Greenberg's Sons, manufacturers of fire hydrants, brass and

bronze goods, having been actively engaged with this well-known firm the past forty-four years. The firm, founded in 1924, is located at 765 Folsom Street, San Francisco. Commissioner Greenberg has been its president since 1942.

#### BUSY EXECUTIVE

He also is president and owner of the Josam Pacific Company of San Francisco since 1933; president of the Sacramento Medico Dental Building Company of Sacramento since 1942; president of the Hebrew Home for the Aged Disabled; president of the Associated Cemeteries of San Francisco, and secretary of the San Francisco Jewish Community Publications Inc.

His other activities: on board of directors of the California Metal Trades Association, National Asso-



DON FAZACKERLEY  
New Commissioner  
S. F. Public Utilities Commission

ciation of Manufacturers, Cypress Abbey Company, Columbia Park Boys Club, Civic League of Improvement Clubs, American Council for Judaism, and the Sinai Memorial Chapel.

#### SCOTTISH RITE MASON

MEMBER Stanford Parlor No. 76, Native Sons of the Golden West, Sportsmen's Post No. 99, American Legion, Pacific Lodge No. 136, F. & A.M., Scottish Rite Masons, San Francisco Bodies No. 1, Life Member of the Islam Temple of the Shrine, B'Nai B'Rith, Concordia-Argonaut Club, Press and Union League Club, Commion-

(Continued on Next Page)

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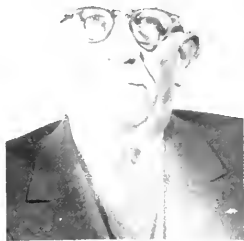
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EDWARD B. BARON  
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merce, San Francisco Art Association,  
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and the South of Market  
Boys' Club.

**A NATIVE SON**

Born in San Francisco November  
23, 1894, Commissioner Greenberg  
is the son of Joseph and Bertha  
(Neugass) Greenberg, and the  
grandson of Morris Greenberg, pi-  
oneer Californian, who arrived  
from Paris in 1851, and founded  
in San Francisco 102 years ago  
the Brass Foundry and Machine  
Works that bears the family name.

Commissioner Greenberg at-  
tended San Francisco public schools  
and the University of California,  
leaving in 1918 to serve in World  
War I, as an officer and flyer with  
the United States Army Air Corps.

He is married to the former  
Louise Blumenthal of El Paso,  
Texas. They have one son, Stuart  
Louis Greenberg, and two grand-  
children, Karen Louise, aged 3  
years, and Stuart II, aged 20  
months.

Fazackerley succeeds Oliver M.  
Rousseau, San Francisco builder,  
who resigned to devote his full time  
and attention to his private busi-  
ness. His term had until January  
15, 1958, to run.

Fazackerley is general manager  
of The Shopping News, an adver-  
tising publication. He formerly was  
associated with The San Francisco  
News and The Catholic Monitor.

When he was elected to the  
Board of Supervisors nine years  
ago, he was only 31 years of age.  
He did not seek re-election when  
his 4-year term on the Board ex-  
pired in 1951.

**HIGH AWARD**

Don was born in San Francisco  
and attended both public and pa-  
rochial schools in this city. He has  
received numerous citations, in-  
cluding the "Outstanding Young  
Man" award given by the San  
Francisco Jr. Chamber of Com-  
merce in 1949.

He is a member and officer of  
many organizations including the  
American Merchant Marine Librar-  
y Association, the American Can-  
cer Society, the Community Chest,  
the United Bay Area Crusade, the  
Advertising Club, the Press and  
Union League Club, the Athens  
Club, the Sierra Club, the Asso-  
ciation of Catholic Newsmen, and  
the San Francisco Catholic Youth  
Organization. He resides with his  
wife and four children at 170 El  
Verano Way.

**MAYOR'S PRAISE**

Baron's re-appointment was  
announced by Mayor Christopher in  
a statement which, in part, said:  
"In reviewing the record of Mr.  
Baron, I find that he has been a  
very conscientious and hard-work-  
ing member of the very important  
Public Utilities Commission."

The Mayor's statement added  
that in re-appointing Baron he was  
being consistent with his practice  
of rewarding good services.

Baron, 68, has been active for  
many years in civic affairs. Before  
moving to the Public Utilities  
Commission, he served as a mem-  
ber of the Board of Permit Appeals  
under former Mayor Roger D. Lap-  
ham.

He resides at 44 Casa Way.

**Mayor Christopher Honored  
For His Accomplishments  
First Year in Office**

Mayor Christopher was honored  
for the accomplishments of his  
first year in office at a civic lunch-  
cheon held January 9 at the St.  
Francis Hotel. The Down Town  
Association of San Francisco and  
the San Francisco Chamber of  
Commerce sponsored the event.

The luncheon was a "Salute to  
Progress," spotlighting civic ad-  
vances made since Christopher's  
inauguration exactly one year  
earlier.

E. D. Maloney, 1957 Chamber  
president and Roy N. Buell, Down  
Town Association president, were  
co-chairmen of the event. E. W.  
Littlefield, 1956 Chamber Pres-  
ident and Buell spoke.

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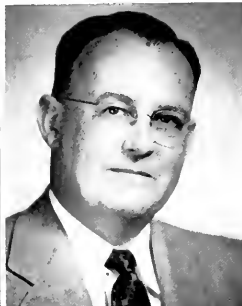
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## Maloney, PTTC Executive, Takes Over as S.F. Chamber President

E. D. MALONEY, vice-president and general manager of the Pacific Telephone and Telegraph Company, assumed his new post as president of the San Francisco Chamber of Commerce, January 1. He succeeds E. W. Littlefield, executive vice-president of the Utah Construction Company.

President Maloney, who began his colorful career with the PTTC



E. D. MALONEY

President

S. F. Chamber of Commerce

in 1925, was elected to his new post by the 1957 board of directors of the Chamber at a meeting at the Fairmont Hotel.

### EXECUTIVE RECORD

The executive became general sales manager of the PTTC in 1941, general commercial manager for the Northern California and Nevada area in 1949. In June 1953 he was elevated to vice-president and general manager of the Northern California area.

Born in Larkspur, Marin County, Maloney later attended the University of Santa Clara, St. Mary's College of Law School, and received his Bachelor of Laws degree from the Oakland College of Law in 1929 following night study while working as a salesman for the telephone company.

Among many civic and organizational affiliations, Maloney is a past president of the San Francisco Sales Executives' Association, a director and vice president of Junior Achievement of San Francisco, a director of the Transportation Club of San Francisco, a member of the Advisory Committee of St. Mary's Hospital, and president of the Serra Club of San Francisco.

He also is a member of Pi Sigma Epsilon, national professional fraternity in marketing, sales management and selling, and is an honorary member of the Delta Chi California chapter of Beta Sigma scholarship honor society in commerce and business.

### NOTES PROGRESS

On accepting office, Maloney noted recent progress of San Francisco "on many fronts—acceleration of downtown building, parking and transit improvements, new government headquarters, new business"—and pledged Chamber leadership in such fields and other during 1957.

"One thing we must recognize," he said, "is that a city cannot be all things to all men; it must look to its natural advantages and, with vision and hard work by all of its citizens, build itself to the very peaks in those fields which seem to be its destiny."

More anglers bought fishing licenses during the first seven months of 1956 than in the same period last year. The revenue netted \$2,850,018, an increase of \$5210 over last year's seven month period.

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# the Theatre

... By Charles A. Siegfert

## AT THE ALCAZAR

"A HATFUL OF RAIN"—A play by Michael V. Gazzo, presented by Joy Julien, directed by Frank Corsaro, with sets by Mordecai Gorelik. Cast: Vivian Blaine, Mark Richman, Harry Guardino, Frank Silvera, Steve Gravers, Gavin MacLeod, Patrick Hayes, Teddi Landess, Nicholas Colasanto.

If you want to witness theatre at its best—topnotch acting and be glued to your seat while dynamic drama is being unfolded regarding a Korean war veteran who returns home a drug addict visit the Alcazar Theatre for a memorable evening. A packed house saw the premiere and seemed to "suffer" with a family which falls prey to a sinister gang of dope peddlers. A horrendous picture of the lowest depths into which man can be dragged.

It's a harsh, brutal and moving play penned by Playwright Michael V. Gazzo, who gives a portrayal of a world one can hardly believe exists. But there it is by a new and stimulating playwright who has painted a shocking picture without pulling punches. He succeeded in putting his story across the footlights with cyclonic impact.

Mark Richman, the Ex-GI, lives his part, and makes you feel all the pangs he suffers at the hands of a group of drug demons who stop at nothing to get their money. A thousand sermons couldn't possibly have the effect that Playwright Gazzo's play engenders. It's realism in its rawest.

Vivian Blaine does a capital job in the role of the pregnant wife of the war veteran. She knows nothing of her young husbands tragedy.

A stirring scene is the one in which the dope peddlers invade the Pope home. If you'll ever forget this one, we'll miss our guess.

While we felt very sympathetic toward the "junkie," our heart cried with Polo, the kid brother of the dope addict. In this role Harry Guardino made you roar with laughter while drunk; as his "brother's keeper"—he pays off the dope pushers with all his savings, and finally sells his auto to raise extra cash for the heartless fiends—he rewards you richly with a performance that should earn him more laurels in the future. Guardino "stole" the show. He and Frank Silvera, the latter in the

role as a selfish and sentimental father, are from the original New York cast. Silvera's was a masterpiece of acting.

Steve Gravers, as the repulsive head of the dope sellers (his Satanic colleagues call him ("Mother,")) outdoes the blackest magician in his role. Patrick Hayes ("Chuck") Gavin MacLeod ("Apples") Teddi Landess ("Putsi") and Nicholas Colasanto ("Man") add immeasurably to the evil proceedings.

"Hatful" shouldn't be missed. It should bring out the SRO signs!

## AT THE GEARY

"THE SLEEPING PRINCE"—Comedy by Terence Rattigan, presented by Clothe & Ratten and Huntington Hartford, directed by Richard Haydn. Cast: Francis Lederer, Shirley MacLaine, Hermine Gingold, with David Lewis, Richard Straker, Hilda Flawright, Bert Machin, Richard Peel, Barbara Morrison, Laura Anders, Sherman Goozee and Walter Murphy.

Shirley MacLaine, a dynamic bundle of delight turned on full force her pixie charm and piquant grace in "The Sleeping Prince," at the Geary and transformed it into a bedlam of fun and laughter.

In the jargon of show business: she wowed 'em!

The 22-year-old charmer romped and danced all over the stage and wormed herself with her versatile talents right into the hearts of a jammed house of "First-Nighters."

This is her first comedy role in a stage play as an American chorus girl which she actually was not long ago in "Oklahoma" and "Me and Juliet."

"The Sleeping Prince," from the pen of Terence Rattigan, proved a delightful fantasy.

Miss MacLaine gets splendid support from Hermine Gingold, the English star, making her debut on the West Coast. She scores laughs galore in the role of the grand duchess — a wacky one. Francis Lederer, veteran of stage and the movies, as the handsome, middle-aged prince-regent of a mythical nation, Carpathia, does well.

This trio, with a group of well-cast actors, provide an evening of delightful fun. Enough laughs to "bust" any so-called "laughmeter" used in radio and TV.

The plot concerns the regent and his troubles with a crafty king-son,

and, of course, with his love-affair with the American dancer in a London show. The dancer, Miss MacLaine, is wise to all the tricks of the prince. She drinks plenty of the prince's champagne and vodka, goes into a hysterical giggle, and passes out.

But she finally succumbs to the prince's charms, and, for spending the night in the royal bed-chamber, she is awarded the Royal Carpathian Order of the Purple Pillow. No; she didn't earn it!

Rattigan's opus gives you a good peek into the inside workings of a royal household, with footmen and others bowing all over the place. You also get an eyeful of the costumes the ladies wore back in 1911. Oh, me, oh my!

The wacky grand duchess's entrance in the third act with a gray Russian wolfhound exploded the house.

There are more hilarious moments when the daffy duchess makes Miss MacLaine her lady-in-waiting for the coronation.

## MEEA Scholarships To Be Spotlighted At Jan. 9 Meeting

A report giving full details of a new four-year college scholarship program open to men high school seniors living in San Francisco, were made at the January 9th meeting of the San Francisco Municipal Executive Employees' Association.

According to John G. Brucato, MEEA president, the annual scholarship, valued at \$500, is designed to encourage interest in both municipal government and college education.

Principal speaker at the meeting was Louis Moran, Superintendent, Laguna Honda Home. Speakers for the February 20 MEEA dinner-meeting will be Senators Robert McCarthy of San Francisco and Jack McCarthy of Marin County.

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# CITY-COUNTY RECORD

Vol. 24 — No. 2  
FEBRUARY, 1957

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**WILLIAM FRANCIS MURRAY**  
*Chief, San Francisco Fire Department*

*(See story on Page 5)*

## Roy N. Buell Named Head Again of S. F. Down Town Group

Roy N. Buell, San Francisco division manager of the Pacific Telephone & Telegraph Co., was re-elected president of the Down Town Association at the organization's annual meeting.



ROY N. BUELL  
S. F. Division Manager  
Pacific T&T Company

Buell, serving his second term, declared:

"The San Francisco Bay Area, constituting one of the Nation's fastest growing sections, should more than share in the Nation's 1957 prosperity, with great benefits to all segments of our population."

He promised that the Down Town Association "will continue its unflinching work for the progress of the community."

Buell said the association's 1957 projects will include further development of "sorely needed off-street parking," mass transit, inter-city expressways, one-way streets, other traffic improvements and urban renewal.

"Many things have been accomplished during the past year," he added, "but there is much more to be done and which can only be done through the joint efforts of our city government, civic groups and private industries."

## City of Paris Exhibition

The Little Gallery, City of Paris, will present an exhibition of drawings by South Hamlin, oils by Eugene Alon and collages by Jean Varda from Feb. 2 to Feb. 5 through Feb. 12, 1957. According to Beatrice Judd, the curator. At Little Gallery, 1014 Broadway, shown by Stuart R. Pettit.

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## "How old am I?"

asks Mrs. Larry Salzman  
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## HOUSING AUTHORITY HANDS MAYOR \$127,977 CHECK IN LIEU OF ANNUAL TAX ASSESSMENT

The San Francisco Housing Authority maintained its position as one of the city's biggest taxpayers when it presented to Mayor George Christopher a check for \$127,977.63 as the Authority's largest annual payment in lieu of taxes.

The presentation was made in the mayor's office by Charles J. Jung, chairman of the commission. Jung was accompanied by Commissioners Charles L. Conlan and Jefferson A. Beaver. Present were Gerald J. O'Gara, recently appointed by the Housing Commission as its counsel, and Arthur G. Long, acting executive director.

### IMPRESSIVE AMOUNT

In presenting the check to the

Mayor, Jung pointed out that this payment brought the total of the Housing Authority's payment in lieu of taxes to the impressive amount of \$4,058,000. He pointed out that this in itself did not tell the whole story of the city's income from the Housing Authority.

"The police protection the Authority furnishes the city in its projects totals more than \$70,000 annually," Jung said.

"This is police service performed under the direction of the San Francisco Police Department. In addition, the Authority takes care of its street work in connection with its project and furnishes facilities to various departments of the city."

## MONEY BRINGS SMILES



(Left to right) Arthur G. Long, acting executive director; Gerald J. O'Gara, counsel; Charles J. Jung, chairman; Mayor George Christopher, Charles L. Conlan and Jefferson A. Beaver, commissioners.

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## STEAMSHIP LINES TO GET MARINER CARGO SHIPS

Edward D. Ransom, general counsel of the Federal Maritime Board, announced the allocation of eight Mariner dry cargo vessels in a luncheon address before the Propeller Club here.

Pacific Far East Line will get the Keystone, Old Colony and Tar Heel; American President Lines, the Lone Star and Magnolia; States Steamship Company, the Buckeye and Wolverine; and U. S. Lines, the Silver Mariner.

Bids for the eight vessels ranged from \$5,161,307 to \$6,250,000. They were built by the government during the Korean War at a cost of nearly \$9,000,000 each.

# CITY-COUNTY RECORD

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FEBRUARY, 1957

## GROS PAINTS DRAMATIC SCENES OF HIS VISIT IN RUSSIA AT GRAPHIC ARTS LUNCHEON HERE

IN RECOGNITION of their outstanding services to graphic arts in the community, three firms were guests of San Francisco's printing industry with "Bennies,"—miniature busts of Benjamin Franklin—at the Graphic Arts luncheon held recently at the Commercial Club.

E. D. Maloney, president of the San Francisco Chamber of Commerce, made the presentation of the "Bennies" to the Zellerbach Paper Company, Harry W. Brintnall Company and TV Station KPX.

Robert R. Gros, vice-president in charge of public relations for the Pacific Gas & Electric Company, also was presented with a "Benny."

Gros' speech on "Communications and the Printed Word," was vigorously applauded. He recalled some of the stirring moments he had spent behind the Russian Iron Curtain.

He said in part:

"The uprisings behind the Iron Curtain in Hungary and Poland last fall may well find a place in history as 'the second October Revolution.' These are among the most significant, hopeful events in world affairs of the 20th Century."

His speech climaxed the celebration of National Printing Week in San Francisco. Gros declared the events in Eastern Europe, ill-fated though they appear thus far, may have marked the beginning of the end of the international Communist conspiracy.

"Communism's onward, upward progress has been arrested by the sacrifice of these heroic people," Gros said. "The facade of Soviet loyalty and solidarity is melted and those who thought they could find some values in Communism's tenets now see the terrible price in human misery."

Gros called attention to the historic inter-relationship of the printing art and freedom.

"They are as inseparable as Benjamin Franklin and Poor Richard," he said.

## How well do you know San Francisco?



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## "Bob" Devine Says "There Shall Be Light" - and There Is in Our City

(EDITOR'S NOTE — This is the third in a series of articles about the Municipal Executive Employees' Association, the only organization of its kind in the country, and the top officers of the M.E.E.A. since its founding fourteen years ago.)

By VIRGIL L. ELLIOTT  
Director, Bureau of Public Service  
S. F. Public Utilities Commission

**THE MAN WHO'S RESPONSIBLE** for keeping San Francisco's streets lighted at night is unassuming but capable Bernard A. Devine, known to his friends and associates simply as "Bob." His official title is Manager and Chief Engineer, Bureau of Light, Heat and Power, San Francisco Public Utilities Commission.

### CAPABLE PRESIDENT

"Bob" Devine's capabilities likewise have been recognized by his City and County governmental colleagues who in 1952 picked him to head the Municipal Executive Employees' Association, an organization of some 150 top-flight city executives banded together to foster and promote higher standards of professional ethics and efficiency.

During the year Devine served as M.E.E.A. president, City executives received favorable salary increases. This was the first year that the M.E.E.A. retained the expert services of Dr. Lloyd Luckmann of City College, who conducted a job salary analysis and made the results of this study available to the proper authorities. Dr. Luckmann has been retained for the work each year since 1952.

### JOB BENEFITS

Devine's interest in job benefits led to his selection as chairman of the M.E.E.A.'s committee on Health and Welfare after his term as president of the organization. His committee has been engaged, among other things, in the study of various proposals to extend Federal social security benefits to City and County employees.

The M.E.E.A., as was pointed out in previous articles in this series, was founded by top executive career men in San Francisco City and County government some 14 years ago. It has continually grown in membership and scope and today, under the presidency of John G. Brucato, another utility



BERNARD A. DEVINE  
Manager - Chief Engineer  
Bureau of Light, Heat & Power

ties department official, the organization is adding such projects as a scholarship program and a city-wide speakers' bureau.

The ninth M.E.E.A. president, Bob Devine, has served in his present city position since 1946. His predecessor was A. O. Olson who in 1946 became head of the Hetch Hetchy project. He has since retired from city service.

### ENGINEER DEGREE

Devine first came to the city in 1932 after several years' experience with private engineering and contracting firms. He received an engineering degree from the University of Santa Clara in 1926.

A native San Franciscan, De-

vine resides at 552 - 15th Avenue with his wife Rowena. They have two sons and a daughter.

Devine's city utilities duties include serving as ex-officio member of the City Planning Commission, a task delegated to him under provision of the City Charter by "Bob's" boss, then Utilities Manager, James H. Turner.

### MORE LIGHTS

Primary function of Devine's Bureau is operation of the city's street light system. The city's street lights now number 28,239. Of the total, 7,824 are owned by the city, 18,552 by Pacific Gas and Electric Company and 1,863 are jointly owned. The city is gradually acquiring more of the street lights with a resultant saving on operating costs.

Besides the design, construction and operation of the street lighting system, functions of the Bureau include purchasing of utility services and furnishing of heat and illumination engineering services for all city departments. Other activities entail interpretation and application of the various gas and electric rate schedules, physical surveys of plant operation and costs for various city departments, and cooperation with the Police Department in installing traffic safety lights.

### NEW FLOODLIGHTS

To give a more intimate glimpse into the Bureau's work, during the past year its technicians designed a new floodlighting system at the Margaret S. Hayward Playground, Gough Street and Golden Gate Avenue, making possible night tennis and softball for residents of that neighborhood. A novel and successful project in conjunction with the Water Department was development of an electronic method for preventing corrosive deterioration of water pipelines by "stray" electrical currents.

Other work included completion of design-planning for the city's fluoridation plants, installation of an audio electronics detection system at the Youth Guidance System, and designing of new lighting for half a dozen galleries at the M. H. De Young Memorial Museum.

## Surgeons To Return Here In 1960 For Convention

The American College of Surgeons, which has just closed a highly successful convention here, has voted to return in 1960.

Dr. Paul R. Hawley, director, told Walter G. Swanson, Convention and Visitors Bureau, that San Francisco is one of three cities in America which has adequate facilities and services to handle their meetings.

More than 7000 delegates attended the meeting here.

## McCarthy Brothers Talk February 20 Before M.E.E.A.

The brothers Robert and Jack McCarthy, State Senators from San Francisco and Marin counties respectively, will be co-speakers at the February 20 meeting of the San Francisco Municipal Executives Employees Association.

The program will follow a dinner at the Press and Union League Club, 555 Post Street. The speakers will be introduced by Brooks Larter, acting program chairman.

## John Fixa Re-elected As NAP Head of U. S.

S. F. Postmaster John D. Fixa was re-elected president of the National Association of Postmasters of the United States at the Association's annual convention in New York City. Fixa heads an organization representing 34,000 of the nation's postmasters.

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# Fire Chief William Francis Murray

## Rose to Top the Hard Way

By WILLIAM FLYNN, Record Staff Writer

**WILLIAM FRANCIS MURRAY**, San Francisco's new fire chief, not only out-ranks his son, but could have given his father orders.

His son, William J. Murray, is a truckman in the Department, attached to Truck Company No. Seven. His father, John J. Murray, joined the department before the turn of the century, worked through the Fire of 1906, and retired in 1934 as a lieutenant.

The new fire chief formally took office on last December 18, succeeding Frank Kelly, who retired. But his formal induction into office was merely the recognition that he had been performing the duties and shouldering the responsibilities of the position for a number of weeks.

### TO MAINTAIN MORALE

He was named Acting Chief in November when Chief Kelly went on sick leave. The appointment was made, according to members of the Fire Commission, to maintain the morale of the department during the interim of selecting a successor to Chief Kelly.

Fire Chief Murray was born in San Francisco, December 19, 1899, the son of John J. Murray and Anne Jordan Murray.

He attended the Fremont Grammar School and the Hamilton Grammar School and also Mission High School where he took courses in business.

### FIRST JOB

His first job was with the Pacific Telephone and Telegraph Company. He went to work as a mail boy for the communications company when he was sixteen years old.

He next worked for Earl C. Anthony, Inc., as a blacksmiths helper and as an automobile mechanic. He also was employed for a time by the Associated Oil Company as a mechanic. But all the time he was waiting for his permanent appointment as a member of the Fire Department.

This was made in 1921. His first assignments were as a hoseman and then as a permanent driver of Engine Company No. 21.

In 1924, he was appointed the Chief's Operator and served in that post until 1928 when he was appointed a lieutenant. With such



**WILLIAM F. MURRAY**  
Fire Chief  
S. F. Fire Department

rank he served in all the units of the department. He made Captain in 1939 and served for a short time as Assignment Officer, and then was ordered to Fire Station No. One, on Treasure Island where the World's Fair was about to break out.

When his tour of duty was concluded on the Island in 1940 when the Fair concluded its revival for the second year, Murray was transferred to Captain of Truck Company No. Thirteen.

### CIVILIAN DEFENSE

In 1942 he then Chief of the Department, Albert J. Sullivan, detailed him to assist Battalion Chief George F. Schaefer in setting up and training the Auxiliary Fire Service. In the enthusiasm of the first months of World War II when Civilian Defense was something more than a reminder on the radio that something might happen, he had more than 10,000 men in the organization.

Of that number, Chief Murray supervised the completed training of about 5,300.

The future chief was appointed Battalion Chief in August of 1944 and served as Battalion Commander until appointed Assistant Chief of the Department in October of 1952.

With the title of Assistant Chief he served in Division No. One, the downtown area, for sixteen months and then in the territory of Division Three in the Industrial Area until appointed Chief last December.

### KNOWS HIS DUTIES

Fire Chief Murray, a tall, solidly built, quiet individual, has definite conceptions of just what his job should be as the ranking officer of one of the most important units of municipal government.

He does not believe that vast sums of money are required to improve the administration or day to day activities of his department. Consequently, he does not believe that vast changes are to be made.

Fire Chief Murray is of the opinion that the assets of the Department, in tradition and morale and ability are adequate for the job. What he does intend to do is to give the men of the Department more training in methods of preventing and combating fires.

### MORE "KNOW-HOW"

Consequently, he is organizing an extensive in-service training program. This, he believes, will enable the members of the department to more adequately perform their duties by giving them more "know how."

This does not mean that he will borrow ideas and equipment from such institutions as the Navy's fire fighting school at Treasure Island—held up by some as the place where San Franciscan firemen should go to school to learn which way is up a ladder.

The fact of the matter is that the Navy's school was first staffed with teachers from civilian fire departments, including San Francisco, when it got underway during the first phases of World War II. Chief Murray was one of the first instructors, although sometimes when he reported to

class his students were west of the Golden Gate.

He likes to recall that when he arrived to show the Boys in Blue how to operate fog nozzles, his students were at seas. It seems that the Battle of Midway was in the process of being fought and the Navy sent everything it had stateside in the vicinity of San Francisco to the scene of battle.

### NOT IMPRESSED

Consequently, Chief Murray is not too impressed—but always courteous—with those non-professional individuals who continually suggest that he and the members of the Department could learn much from the Navy.

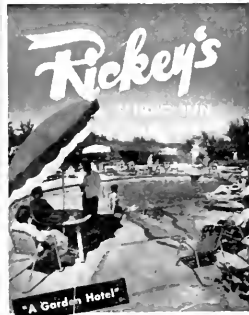
In carrying out his plans for administration of the Department, Chief Murray is not plagued by one problem that bothers his opposite number, Police Chief Frank Ahern.

That is the problem of recruiting individuals for the places in the Department.

"We do have one advantage over the Police Department," Chief Murray says. "Our minimum height is five feet, seven inches, while the minimum in the Police Department is five, nine. That gives us a few more candidates."

The charter requirement that

(Continued on next page)



**4 FAMOUS RESTAURANTS**

Palo Alto, San Francisco and Stonestown, California

## Fire Chief Murray

(Continued from Page 5)

candidates for the department have lived in San Francisco for five years—something of a handicap to the Police Department—doesn't bother Chief Murray.

### APPOINTMENT LIST

"We have a list that is good for a couple of years yet and we don't have much trouble with attracting candidates for appointment," he says.

For a new municipal executive taking office, it is rather strange to hear Chief Murray say that he does not need money in hundred thousand dollar lumps to buy new equipment and generally shake up the place.

His only plans for capital expenditures are routine replacement of normally obsolete equipment. But he does expect that one of these years not too far in the future, the Fire Commission will ask the voters to approve another bond issue for construction of new and needed fire houses.

The last fire house bond issue was approved in 1952. Many of the planned and promised structures were completed. But there was, naturally—some delay. Since then costs have risen with the inflationary spiral so the program will not be completed.

### MORE BONDS

Naturally, more bonds will have to be voted. But, as they used to say, "that's life," when the dice came up the wrong way.

The bond issue will be but a minor administrative problem for the new chief of the Fire Department. It is not too interesting for him, and he realizes that the problem probably will be disposed of as a policy matter by the members of the Board of Fire Commissioners.

Chief Murray is more interested in the actual fire-fighting responsibilities of his job. He considers himself responsible for the results of the effort of the department in action. In this respect, he adopts a military manner—if the army wins, the general gets the congratulations; and if he loses the war, he's probably executed.

### LAUDS DEPARTMENT

"But I have a most competent department," Chief Murray says. "If I never went to a fire, I expect the results would be just as successful."

"But I believe that the Chief should be on hand for every third, and more, alarm, fire. After all, it's my job and responsibility and I might be able to make a few suggestions."

The ones he makes probably will be good ones.

For Chief Murray is a good "professional" and there is no one harder to have around in times of emergency than a "good professional."

## Eudora de Loge Installed Head of S. F. Chapter of Executives' Secretaries

Eudora de Loge was formally installed as president of the San Francisco Chapter of Executives' Secretaries, Inc., at the annual dinner-meeting held last month in the Empire Room of the St. Francis Hotel. Miss de Loge succeeds Miss Geneva Olson.



EUDORA DE LOGE  
President  
Executives' Secretaries

Mrs. Elizabeth Wallace installed the new officers and members of the board of directors following the dinner and a musical program.

President de Loge announced committee appointments and briefly outlined tentative plans for the 1957 activities of the group.

The following officers who will serve are: Vice President, Alvina Burkhardt; Secretary, Elizabeth Morgan; Treasurer, Margaret Forsman; Sergeant-at-Arms, Edna Jager; Membership director, Grace Baldwin; Notebook director, Ynid Rankin; Program director, Melba Ford, and Ways and Means director, Jean Watson.

Executives' Secretaries, Inc., is national in scope and is comprised of top women in administrative, executive and secretarial capacities in non-competitive firms. The company holds the membership, and the women are the firms' representatives.

San Francisco's Filbert Street between Leavenworth and Hyde has a 31.5 per cent grade.

## Standard Fisheries Corporation

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ORdway 3-5858 San Francisco 26

## Sheriff Carberry Installs Columbus Civic Club Slate Of Officers At Banquet

Sheriff Matthew C. Carberry formally installed new officers at the Columbus Civic Club's banquet last month at Torino's Restaurant, 530 Broadway.

Undersecretary John P. Figone, one of the founders of the Columbus Civic Club and one of its past presidents, was general chairman of the event.

Arnold J. DeMartini, assistant principal of the A. P. Giannini Junior High School, was installed as president, succeeding John P. Moscone.

Other officers installed were: First Vice President, Fred J. Cassassa; second vice president, Paul J. Cesari; third vice president, Stephen L. Mana; Secretary, Richard G. Raffetto, and sergeant-at-arms, Emilio Giovannini.

Members of the board of directors installed: John DiMassimo, Robert Nicco, Joe Pasqualetti, Guido Lenzi and Eventino Bagناسو.

The Columbus Civic Club, which was founded in 1925, is one of the more prominent Italian-American civic organizations in the San Francisco Bay Area.

## \$5,196,726 Distributed By Bay Area Crusade; Brown New President

The sum of \$5,196,726, the largest ever raised for the U. S. Bay Area Crusade agencies, was distributed last month by the San Francisco Federated Fund, headed by Belford Brown.

Brown, vice-president of the First Western Bank and Trust Company, elected president of the Federated Fund at the annual meeting of its board of directors, succeeds F. D. Tellwright.

The Community Chest, representing 75 agencies, received \$3,680,596, or 3 per cent more than it got last year.

Other organizations and amounts, representing increases ranging from .9 per cent to 12 per cent: Red Cross, \$929,744; American Cancer Society, \$188,417; USO, \$128,870; Cerebral Palsy Association, \$107,876; San Francisco Heart Association, \$88,317; Arthritis and Rheumatism Foundation, \$47,077, and Multiple Sclerosis Society, \$30,829.

**SAN FRANCISCO INCREASE**  
San Francisco's total was \$158,249 above the amount distributed last year.

Alameda County agencies received a total of \$2,413,961, and \$656,988 was distributed in San Mateo County, \$56,701 in Contra Costa County and \$171,582 in Marin County.

## Writers' Workshop Students Selling To Big Magazines

Students embracing the short-story course being conducted at the Writers' Workshop on Tuesday nights at the Marina Adult School, are "selling their work" to national magazines.

New courses have started, according to Alan Tory, West Coast editor of the Dial Press. He also is associate editor of *Fortnight Magazine*, weekly news publication.

Mr. Tory, author of several books, and contributor to some of the leading "slick" magazines, also conducts a Wednesday morning class in short-story writing. These classes are from 9:30 to 12:30 P.M.

The courses also deal with the writing of stories for TV. Ideas on how to write articles for magazines also is being taught by Mr. Tory.

Tuesday evening classes begin at 7:15.

One of California's earliest settlers was John Sutter who obtained a land grant from Mexico and settled near Sacramento.

## BROOKS CAMERAS TO OBSERVE ITS 17TH BIRTHDAY

An eight per cent increase in sales during the holiday season has been reported by Julius Bloch, president of Brooks Cameras, 45 Kearny Street. Despite general reports of decline in Christmas sales by some retail merchants, Brooks cash registers rang merrily for a record high.

According to Bloch, the volume of business was spread across the board with an increase in the sale of all types of photographic equipment ranging from inexpensive cameras and accessories to expensive imported professional models.

The San Francisco store is now the largest single retail photographic outlet west of New York City.

A relative newcomer to San Francisco, Brooks will celebrate its 17th anniversary this month.

Founded by President Bloch with four employees in 1940, the store has grown until it now employs 28 persons. In this short time the store has become a part of San Francisco and another example of dynamic business leadership on the Pacific Coast.

## Displayed Qualities of a Genius . . .

# Third Mayor Isaac R. Harris, M.D.

## A Tragic Though Successful Life

By CHARLES A. SIEGFERTH, Editor

EDITOR'S NOTE: This is the third article of a series dealing with San Francisco's Mayors. The fifth, C. K. Garrison, will appear in the March issue of THE CITY-COUNTY RECORD. Charles J. Brenham, whom we chronicled in our January issue, also served a term as fourth Mayor.

(Photos loaned by Reference Department of the San Francisco Library.)

**A**N OUTSTANDING PHYSICIAN, philanthropist and "benefactor of the poor," Dr. Isaac R. Harris reigned as third Mayor of San Francisco. He was elected in September, 1851, and served his term of office "to the entire satisfaction of the people."

Dr. Harris was born at Poughkeepsie, N. Y., in 1802. His father, Isaac Harris, formerly a merchant in New York City, took an active part in the War of 1812, and perished on the Governor Tompkins, of which vessel he was purser.

After his father's death, he resided with his grandfather, Captain Randall of Randall's Island. He studied medicine in the office of Dr. Alexander H. Stevens, and was graduated from the College of Physicians and Surgeons in the City of New York.

In 1829, he commenced the practice of his profession in the First Ward of that city. He continued here until 1849, and then embarked for California.

### HEALTH COMMISSIONER

During his residence in New York, he was appointed to various offices of trust and responsibility, all of which he filled with uncommon ability and great credit to himself. For six consecutive years he was Health Commissioner of the State, having been successively nominated to the Senate by Governors Wright and Bouck. Governor DeWitt Clinton appointed him surgeon of the Ninth Regiment of Artillery. He was selected by the Common Council of the city, with other medical men, to organize and attend in consultation with its officers, the almshouse medical department and during the preva-

lence of the cholera in 1832-'34, held the position of medical attendant of the First Ward.

### HIGHLY RECOMMENDED

Few men enjoyed a larger share of the respect and confidence of their fellow-citizens. When an applicant for the position of health officer of the Port of New York, his application was commended to the governors by numerous letters signed by hundreds of the most respectable and influential men of the place, all urging his appointment by the most flattering testimonials of his professional qualifications and moral worth.

The following brief extracts tell of the high estimation in which he was held:

"We believe him to be a physician of most respectable standing and acknowledged abilities—a man of energetic and industrious habits—of unblemished honor and integrity, and one in whom confidence can be reposed; and we doubt not, if he should receive the appointment, would perform the duties of the office with skill, fidelity and devotion to the best interests of the public, and afford entire satisfaction to all persons having business with the quarantine."

"He is a man of pure moral character—an old resident of this



ISAAC R. HARRIS, M.D.  
Third Mayor of San Francisco

city, well known as a firm and consistent Democrat, ardent and laborious as such. As a physician his abilities are acknowledged by all who have the pleasure of his acquaintance, and they are numerous. His untiring devotedness to the poor during the pestilence which raged here in the years 1832-'34, entitled him to the high character of a disinterested philanthropist and the benefactor of the poor."

### STERLING REPUTATION

Since his residence in California, he has fully sustained the honorable reputation he had previously won, having gained the confidence, respect, esteem, and approbation of the entire community.

Dr. Harris left New York February 9, 1849, and reached Panama on March 7. Here he was detained two and a half months waiting the arrival of a steamer bound to San Francisco.

During this time he was actively engaged in attending gratuitously his sick countrymen and others, six thousand of whom, on their way to California, were, like himself, compelled to remain on the Isthmus.

### CARED FOR SICK

For the sick and destitute no provision had been made. The expenses of rooms, coats, nurses, medicines, and in cases of death, of burials, were paid by voluntary weekly contributions made by the members of Masonic and Odd Fellows' lodges, both of which the doctor was a member.

His generous conduct on this and subsequent similar occasions was reported to his lodges in New York, who signified their high regard for him by the passage of a series of highly laudatory resolutions.

Few sailing vessels entered Panama at the above period. The *Niantic*, a whaler, and one or two others that had been discharging coal for the Pacific Mail Steamship Company, left, crowded with passengers at very extravagant prices, so anxious were persons to leave. The chartering of vessels by a few merchants had become so much a monopoly, that it enabled

(Continued on Page 8)

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## Mayor Harris

(Continued from Page 7)

them to extort enormous rates for passage.

A number of Americans joined together and sent to Cruces for an iron boat of sufficient size to sail down the bay, to intercept and charter such ships as they might meet. For this purpose \$20,000 was collected, and placed in the hands of Dr. Harris as treasurer, the persons paying their money to have preference of passage. The iron boat was purchased, and by Herculean labor carried by the natives to Panama. Circumstances rendered her services unnecessary. She was therefore resold and the money returned to its respective owners.

### GOOD NEWS

At last the eagerly looked-for day arrived. A steamer was announced. The news spread with electric rapidity. Hundreds rushed to the Battery, and in a few minutes it was densely crowded, each hoping it might prove a conveyance, and a release from a city alone to be tolerated by necessity.

The vessel Panama, in which Dr. Harris sailed, arrived in San Francisco, June 6, 1849. His early arrival made him eligible as a member of the Society of California Pioneers.

Shortly after reaching San Francisco, Dr. Harris proceeded to Sacramento in a small schooner. The trip required six days. He then proceeded to Smith's Bar on the North Fork of the American River, where he worked forty days digging gold. He returned to San Francisco to receive goods that he had shipped previous to leaving New York. With these, valued at \$20,000, he commenced the drug business at the corner of Clay and Montgomery Streets, in company with Mr. Pantan.

Their establishment was the most extensive in the country. Here the doctor met with a series of the most dire calamities. In the conflagrations of May 4, and June 25, 1850, and May 4, 1851, his store, with its stocks of goods (the former being rebuilt and the latter replenished after each successive fire), were entirely destroyed, amounting in the aggregate to a very considerable fortune.

Still persevering, he removed to Dr. Stout's boarding-house, on Washington Street, and again commenced business. But on September 17, he once more lost all he possessed by the fire that then occurred.

No man in San Francisco suffered more of these calamities than Dr. Harris. After the last fire, somewhat depressed in spirits, he again left for the mines, and was absent five months, visiting most of the mining districts, north and south, examining quartz leads, and prospecting placer dig-

In September, 1851, Dr. Harris was elected Mayor of San Francisco, and served his term of office to the entire satisfaction of the

people. This was during the time the "Accidental Council," was in power.

With this Council Mayor Harris

frequently came in collision and by his judicious use of the veto power, frustrated some of the most obnoxious measures.

## Bank of America

NATIONAL TRUST AND SAVINGS ASSOCIATION

### Condensed Statement of Condition December 31, 1956

(Figures of Overseas Branches are as of December 24, 1956)

#### RESOURCES

Cash and Due from Banks . . . . .	\$1,718,256,449.87
United States Government Securities and Securities Guaranteed by the Government . . . . .	1,770,054,622.81
Federal Agency Securities . . . . .	36,514,528.04
State, County, and Municipal Securities . . . . .	602,128,591.20
Other Securities . . . . .	109,603,940.31
Loans Guaranteed or Insured by the United States Government or its Agencies . . . . .	1,431,492,136.64
Other Loans and Discounts . . . . .	3,921,543,854.55
Bank Premises, Fixtures, etc. . . . .	98,352,466.57
Customers' Liability on Letters of Credit, etc. . . . .	240,717,554.62
Accrued Interest and Other Resources . . . . .	63,177,867.09
<b>TOTAL RESOURCES . . . . .</b>	<b>\$9,991,842,011.70</b>

#### LIABILITIES

Capital . . . . .	\$160,000,000.00
Surplus . . . . .	290,000,000.00
Undivided Profits and Reserves . . . . .	112,867,000.86
<b>TOTAL CAPITAL FUNDS . . . . .</b>	<b>\$ 562,867,000.86</b>
Reserve for Possible Loan Losses . . . . .	80,581,352.98
DEPOSITS (Demand . . . . . \$4,677,014,617.52)	
(Savings and Time . . . . . 4,316,226,381.78)	8,993,240,999.30
Liability for Letters of Credit, etc. . . . .	242,387,523.06
Reserve for Interest, Taxes, etc. . . . .	112,765,135.50
<b>TOTAL LIABILITIES . . . . .</b>	<b>\$9,991,842,011.70</b>

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Overseas branches: London, Manila, Tokyo, Yokohama, Kobe, Osaka, Bangkok, Guam

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## Bank of America

(International)

A wholly-owned subsidiary

### Condensed Statement of Condition December 31, 1956

Home Office—New York, N.Y. Branches: Duesseldorf • Singapore • Paris • Beirut  
(Branch figures are as of December 24, 1956)

#### RESOURCES

Cash and Due from Banks . . . . .	\$135,427,260.86
United States Government Obligations . . . . .	21,049,000.00
Other Securities . . . . .	3,857,312.85
Loans and Discounts . . . . .	105,103,392.59
Customers' Liability on Letters of Credit, etc. . . . .	179,555,948.66
Accrued Interest and Other Resources . . . . .	4,409,853.26
<b>TOTAL RESOURCES . . . . .</b>	<b>\$448,402,768.22</b>

#### LIABILITIES

Capital . . . . .	\$13,000,000.00
Surplus . . . . .	6,000,000.00
Undivided Profits . . . . .	951,705.45
<b>TOTAL CAPITAL FUNDS . . . . .</b>	<b>\$ 19,951,705.45</b>
Reserve for Possible Loan Losses . . . . .	1,635,281.96
Deposits . . . . .	245,267,430.17
Liability for Letters of Credit, etc. . . . .	179,242,636.49
Reserve for Interest, Taxes, etc. . . . .	2,305,714.15
<b>TOTAL LIABILITIES . . . . .</b>	<b>\$448,402,768.22</b>



## Men Risked Lives "Shooting" Third Cinerama "Seven Wonders of the World" At Orpheum

FOR THE THIRD CINERAMA presentation, "Seven Wonders of the World," Lowell Thomas went on the adventure journey of his dreams. He set off around the world with the realistic sight and sound of Cinerama at his side.

To record the magic seven, two productions were organized to circle the globe by plane. The first was headed by the veteran Hollywood stunt pilot, Paul Mantz. He was the daredevil who took his B-25, with the Cinerama camera mounted in the nose, down into the Grand Canyon and through the steep gorges of Zion National Park to bring back the "America, the Beautiful" sequence for "This Is Cinerama."

### FLYING FILM STUDIO

A second unit went off to film the wonders of the world from the ground. A flying film studio was outfitted in the chartered Pan American Airways DC-4, christened the "Cinerama Clipper" in Rome.

No elaborate shooting script was prepared. In the New York offices of Lowell Thomas, several lists of the wonders of the world were drawn up. Then, five directors were engaged to develop stories

on location around the world. The "Cinerama Clipper" with a crew of twenty would hedge-hop from country to country so "Seven Wonders of the World" could film people and places close-up.

### CAIRO SCENERY

Director Ted Tetzlaff began the Cinerama odyssey in Cairo on September 27, 1954. One year later, almost to the day, Walter Thompson, one time newspaperman and film cutter, brought the unit home after completing sequences in America. The months spent around the world were for everyone concerned the most exciting professional and personal challenge of their lives.

The itinerary of the early months of the trip reads like a course in the Classics and the Bible. Egypt was visited, and the site of one of the original wonders



Filming the first scene with the unique three-lensed Cinerama camera at the foot of the Sphinx and Pyramids is Lowell Thomas and his "Seven Wonders" production crew. They flew hundreds of thousands of miles circling the globe to bring back for the new Cinerama adventure, "Seven Wonders of the World," the wonders of the modern world. The Pyramid of Cheops is the last remaining of the Ancient Seven Wonders. It is here the odyssey begins. For this scene, Andrew Marton is director and Harry Squire, A.S.C., the cinematographer.

of the world, the lighthouse Pharos in Alexandria, explored. Cinerama also searched for the remains of the Temple of Diana at Ephesus, the Hanging Gardens of Babylon in modern Iraq, the statue of Zeus at Olympus and the Mausoleum of Caria in Halicarnassus. In the Port of Rhodes they looked for fragments of the great Colossus that once, as legend has it, straddled the harbor.

### SAHARA DESERT

The Cinerama expedition met Lowell Thomas at the site of the last remaining wonders, the Pyramid of Cheops. After thousands of feet of color were edited, it is here, at the edge of the Sahara Desert, that "Seven Wonders of the World" begins.

Director Andrew Marton prepared this sequence while Tetzlaff followed the route of the great civilizations to Jerusalem, Athens and Rome. Filmed along the way were the religious shrines of the Holy Land. And to recreate the Golden Age of Greece, the Acropolis was shot from the air as well as from the ground.



The "Njinsky of the Watutsi" they call him. Butera is the leading dancer in all Africa. He appears in "Seven Wonders of the World," Lowell Thomas' new Cinerama.

### GREAT JOB

Rome was next. Here Cinerama caught all the splendor of the Catholic Marian Year and was able to film the interior of St. Peter's.

(Continued on Page 14)

## BROOKS

First For  
Every  
Photographic  
Need

**BROOKS Camera**

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EXbrook 2-7348

## Judge Welsh Upped to Presiding Post In San Francisco's Municipal Court

JUDGE JAMES J. WELSH, appointed to the Municipal Court Bench in 1955 by Governor Goodwin J. Knight, last month was elected presiding judge by his colleagues to head the Municipal Court for the coming year. He succeeds Judge Clayton W. Horn. He moved into the City Hall January 2.

Judge Welsh is a native of San Francisco. He attended public school in San Francisco and was graduated from St. Ignatius High School. He attended Stanford University and Stanford Law School.



JUDGE JAMES J. WELSH  
Presiding Judge, Municipal Court

from which he graduated in 1940 (A.B., LL.B.). He is married and the father of four children.

### WARREN'S SECRETARY

From Law School Judge Welsh entered private practice of the law in San Francisco, and was then employed by the Federal Government. In 1943 he became Governor Earl Warren's secretary in charge of extradition and clemency applications. Later he handled appointments to public office.

In 1953 Governor Warren appointed Judge Welsh a member of the State Industrial Accident Commission, where he served as Presiding Commissioner of the Northern Panel. In December, 1954, at Governor Goodwin J. Knight's request, he left the commission and became personal legal counsel to Governor Knight.

### IN WOMEN'S DIVISION

Judge Welsh has been presiding in the Women's Division of the Criminal Department of the Court at the Hall of Justice.

The jurist is a member of the State Bar, the San Francisco Bar Association, the Stanford Alumni Association, the Elks Club, the Commonwealth Club, the Lawyer's Club, the San Francisco Federation of Men and Employees, Touchdown Club District Committee Member, Lake Merced District San Francisco Council Boy Scouts of America, Goldfarb's Club, St. Vincent's School for Boys

## City-Owned Garages Show Revenue Gains

Revenues from the city-owned but privately operated garages are running well ahead of last year, the Parking Authority has reported. St. Mary's, San Francisco's second underground facility which opened in May, 1954, earned \$285,188 in the first six months of this year compared to \$242,062 for the same period last year. As a result the city's rent was \$11,407 for the six month period this year contrasted to \$9,682 last year.

Civic Center Auto Park earned \$40,370 in 1956's first six months compared to \$33,654 last year and the city collected \$21,216 in rent, \$1144 more than last year.

Mission-Bartlett's first half gross was \$19,077 compared to \$15,217 for the previous comparable period and the city's take increased from \$997 to \$10,111.

## San Franciscans Re-elected To Safety Council

Two San Franciscans have been re-elected to posts with the National Safety Council.

Henry E. North, Vice President of Metropolitan Life Insurance Company in San Francisco, has been renamed to the Council's board of directors. James B. Black, chairman of the board of directors of Pacific Gas and Electric in San Francisco, has been reappointed to a three-year term on the Council's board of trustees.

Ned Dearborn of Chicago, will continue as national president of the National Safety Council.

There are an estimated 65,000 square miles of peat-bearing land in the U.S.S.R.

## Havside Company

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Marine and Industrial Supplies

SHIP CHANDLERS  
CANVAS GOODS  
SALVAGE AND  
DERRICK BARGES

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EXbrook 2-0064

## Christopher Hailed As "Man of Action" By 750 At "Salute to Progress" Fete

CHARACTERIZED as a "man of action" and as one of the most dynamic and progressive chief executives ever to tenant San Francisco's City Hall, Mayor George Christopher heard some 750 leaders of the city's industrial and community life warmly and vigorously praise him on the first anniversary of his tenure of office.

The occasion was the "Salute to Progress" luncheon sponsored by the San Francisco Chamber of Commerce and the Down Town



MAYOR GEORGE CHRISTOPHER

Association of San Francisco, and held in the Mural Room of the St. Francis Hotel.

After reviewing the year's accomplishments under his leadership, Mayor Christopher paid tribute to his staff and the many organizations and citizens who "helped me in the conduct of our city's business."

The mayor's talk was a "straight from the shoulder" talk—a talk which he was able to support with the many outstanding accomplishments realized during his first year in office.

Perhaps the warmest tribute of all was paid by the mayor to Mrs. George Christopher, who sat near her husband at the head of the rostrum and who graciously accepted a gift in the form of a large bouquet of red roses.

"In closing," the mayor said, "I have saved my deepest feelings for Tula, whose unselfish devotion over the last 21 years to every cause I have undertaken is indeed a source of inspiration to me. The trying schedule of a mayor can be too exacting, but Tula has been a good soldier. She loves San Francisco as much as I do."

"In 1957," the mayor continued, "we shall reappraise our needs and with vigor and enthusiasm tackle every problem as if each single one meant the difference between total success and total failure."

Mayor Christopher promised the following for 1957:

Greater efforts to redevelop the produce market area which, he assured, "will be redeveloped."

Continue forthright law enforcement, with equal treatment for all and special favor for none.

No deviation from tenets of good government which deviation, although only an "intended short term compromise in good government conduct, can only result in more durable evil."

Renewed efforts to provide a business-like administration.

Attempts to bring together business and labor for their mutual benefit.

Rehabilitation of the city's public institutions and facilities, restoring them as soon as possible, but on a pay as you go basis.

A vigorous follow through on the numerous projects that are pending.

"We shall accelerate the delayed projects, and we shall initiate such new ones as will assure the city's future," he said. "We must not halt our stride towards the complete improvement of every section of our city."

### ON TAXES

The mayor held out little hope for any tax reduction in the foreseeable future. But, he did promise a full dollar's value for every tax dollar spent.

Mayor Christopher said he went into the office a little over twelve months ago with zeal and enthusiasm.

"Now, with a few more grey hairs than I had last year, we are still possessed of the same zeal, enthusiasm and will."

"We are on our way."

That almost every one attending the luncheon was behind the mayor in what he is trying to accomplish was fairly obvious by the spontaneous standing ovations that preceded and ended his remarks.

But to those who claim he is trying to do too much, the mayor offered no change in policy.

"We cannot leave footprints in the sands of time by sitting down," he said. "We shall continue to aim higher."

E. D. Maloney, president of the San Francisco Chamber of Commerce and presiding host at the luncheon, pledged his organization's wholehearted co-operation with the mayor's program.

"Today the Chamber of Commerce joins with the Down Town Association to pay deeply earned respects to the mayor of our city—a man who in the first short year of his administration has warmed

(Continued on Page 11)

## "Man of Action"

(Continued from Page 10)

our hearts and stirred our pride," he said.

Maloney went on to credit the mayor as working hard in virtually every field of civic advancement, sparking the city's economic growth and relentlessly pursuing flaws in the government system.

President Maloney further remarked:

"Our mayor has proved his mettle and it is not necessary for us, in our praise of him, to seek the refuge of generalities.

"Our mayor has been a man of action. He has worked hard in virtually every field of civic advancement. He has sparked our economic growth. He has been the relentless pursuer of flaws in our governmental system. He has defied progress.

"He led the drive for our 27 million dollar school bonds, 19 million dollar Hall of Justice bonds and 25 million dollar airport bonds—all passed at the last election.

"He took a favorite Chamber offspring—produce market redevelopment—and with great foresight and understanding, he is leading the project through a difficult period. Although the problem is not yet solved, we have confidence in the ultimate success of the mayor's efforts."

### PAY TRIBUTE

E. W. Littlefield, 1956 president of the San Francisco Chamber of Commerce, and Roy N. Buell, president of the Down Town Association of San Francisco in brief talks paid tribute to Mayor Christopher.

Littlefield, said "George Christopher, during his many years of public service, was never found wanting in ability and leadership. These attributes he took with him to the office of Mayor and has used them to the great benefit of all San Francisco."

Buell said in part:

"If San Francisco is to maintain its role as one of the most famous and most prosperous cities in the world, it must solve its pressing problems. As you have heard other speakers point out today, many things have been accomplished during the past year toward this end—but there is much more to be done and which can be done only by the joint efforts of our city government, civic groups and private industries.

"The Down Town Association has been heartened by the grasp of these problems which the mayor and our valued city officials in the various departments have displayed. I want to assure the mayor and these other officials that they can count upon the Down Town Association to cooperate in every way possible in solving our many problems."

## Dolan Re-Appointed To Fire Commission

Arthur J. Dolan, Jr., who for the past year has been serving as president of the San Francisco Fire Commission, has been re-appointed a member of the commission for a four-year term.



ARTHUR J. DOLAN, JR.  
Re-appointed S. F. Fire Commissioner

He originally was appointed by Mayor Christopher to serve an unexpired one-year term.

Born in the Mission District, he is the son of Arthur J. and Anna C. Dolan, both natives of San Francisco. Arthur, Jr., is a graduate of Lowell High School and attended Columbia University.

### ARMY CAREER

Emerging from the Army a lieutenant colonel at the end of World War II, Dolan joined the San Francisco Chamber of Commerce in 1945 and became its president four years later.

Since then he has devoted his time and energy to numerous civic enterprises; volunteering and serving one dozen worthwhile charitable projects for adults and teenagers.

### CIVIC WORKER

Dolan served on the board of directors of the senior Chamber of Commerce; member of the Employers Council; Bay Area Transit Commission (a former Governor Warren appointment), and various other civic betterment movements.

Politically, he is a potent Republican having been San Francisco chairman, Republican Finance Committee.

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San Francisco

## Public Library Business Branch Opens

### Handles Fiction, Non-Fiction

THE BUSINESS BRANCH of the San Francisco Public Library opened recently in newly renovated quarters at 68 Post Street.

Frank A. Clarvoo Jr., library commission secretary said this important and heavily used branch library will now be able to provide additional services to the business community previously denied because of limited space.

The branch was formerly on the eleventh floor of the Russ Building.

With its new ground level location and twice its former space, the branch will handle fiction and non-fiction books as well as business publications and magazines which were available in the past, he said.

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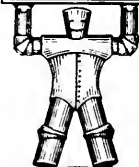
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# CITY AND COUNTY OF SAN FRANCISCO

GEORGE CHRISTOPHER, MAYOR

## Directory of City and County Officers

### ELECTIVE OFFICERS

#### MAYOR

200 City Hall, 2 2 MA 1-0163  
**GEORGE CHRISTOPHER, Mayor** Jan 8, 1960  
 JOSEPH J. ALLEN, Executive Secretary  
 PATRICIA L. KONIG, Confidential Secretary  
 MARGARET SMITH, Personal Secretary  
 GEORGE J. GRUBB, Administrative Assistant  
 JOHN D. SULLIVAN, Public Service Director

#### SUPERVISORS, BOARD OF

235 City Hall, 2 2 HE 1-1211  
 JOHN J. FERDON, President, 133 Montgomery St.,  
 GA1-3117, Res. 2906 Broderick St., JO 7-9193, 1-8-60

WILLIAM C. BLAKE, 264 Malcora Way, 2 23  
 JO 7-3785, 1-8-58

CASEY, JOSEPH M., 235 City Hall, HE 1-1211, Ext.  
 387, Res. 3047 Baker St., WA 1-1348, 1-8-60

HAROLD S. DOBBS, 311 California St., 2 4, GA 1-  
 4609, Res. 1601 Monterey Blvd., LO 4-1341, 1-8-60

Dr. CHARLES A. ERTOLA, 253 Columbus Avenue,  
 DO 2-9035, Res. 773 Francisco St. GR 4-3272, 1-8-60

JAMES LOE HALLEY, Rm. 703, Flood Bldg., 870 Market  
 St. GA 1-4636, PL 5-1127, Res. 140 Panorama  
 Drive, AT 2-1235, 1-8-60

J. EUGENE MCATEER, 206 Jefferson St., 2 23, PR 5-  
 1477, Res. 130 Santa Ana Ave., 27, LO 4-1464, 1-8-60

FRANCIS J. McCARTY, 220 Montgomery St., EX 2-  
 1475, 2 4 Res. 3234 Divisadero Street, 23, FI 6-  
 6902, 1-8-58

MRS. CLARISSA SHORTALL McMAHON, 703 Market  
 St., 2 3 YU 6-4648 Res. 1849-28th Ave., 22  
 SE 1-1352, 1-8-60

JAMES SULLIVAN, 31 West Portal Ave., OV 1-3910,  
 Res. 2558-7th Ave., OV 1-0861, 1-8-58

HENRY R. ROLPH, 310 Sansome St., YU 6-0700, Res.  
 2626 Lynn St. WA 1-6168, 1-8-58

JOHN R. McGRATH, Clerk of the Board, HE 1-  
 1211, Ext. 294  
 ROBERT J. DOLAN, Chief Assistant Clerk

#### STANDING COMMITTEES

(First named Supervisor is Chairman of the Committee)  
**COMMERCIAL AND INDUSTRIAL DEVELOPMENT**—  
 Sullivan, Blair, Casey.

**COUNTY, STATE AND NATIONAL AFFAIRS**—Halley,  
 Ertola, Rolph

**EDUCATION, PARKS AND RECREATION**—McMahon,  
 Casey, Dobbs

**FINANCE, REVENUE AND TAXATION**—Dobbs, Mc-  
 Cartey, McMahon

**JUDICIARY, LEGISLATIVE AND CIVIL SERVICE**—  
 McAtter, Halley, Rolph

**PUBLIC UTILITIES, GAS, BLAKE, SULLIVAN**

**PUBLIC UTILITIES, LANDS AND CITY PLANNING**—  
 Rolph, Dobbs, McAtter

**PUBLIC HEALTH AND WELFARE**—Ertola, Sullivan, Mc-  
 Cartey

**PUBLIC UTILITIES**—McCartey, Ertola, McMahon

**STREETS AND HIGHWAYS**—Blake, Halley, McAtter,  
 Rolph, Ferdon, Dobbs, Halley

#### ASSESSOR

RUSSELL L. GOLDEN, 101 City Hall, 2 2  
 KA 1-1919, 1-8-59

#### CITY ATTORNEY

DION R. HODM, 1 1 City Hall, 2 2 HE 1-1322, 1-8-58

#### DISTRICT ATTORNEY

THOMAS C. LYNN, 110 Montgomery St., 11,  
 DO 2-2585, 1-8-60

#### PUBLIC DEFENDER

EDWARD T. MANN, 110 Montgomery St., 11,  
 EX 2-1555, 1-8-59

#### SHERIFF

MATTHEW C. CARPENTER, 1 1 City Hall, 2 2  
 HE 1-1211, 1-8-60

#### TREASURER

JOHN J. GOODWIN, 110 City Hall, 2 2 HE 1-1211, 1-8-58

### COURTS

#### SUPERIOR COURT JUDGES—UN, 1-8552

WILLIAM T. SWEIGERT, Presiding  
 WALTER CARPENITI EDWARD MOKLENBUHR  
 C. HAROLD CAULFIELD CLARENCE W. MORRIS  
 MEWYN L. CROIN HARRY R. NEURATH  
 EUSTACE CULLINAN, JR. ORLA ST. CLAIR  
 PRESTON DEVINE MILTON D. SAPIRO  
 TIMOTHY J. FITZPATRICK GEORGE W. SCHNEFELD  
 THOMAS M. FOLEY DANIEL R. SHUMAKER  
 RAYMOND I. ARATA WILLIAM F. TRAVERS  
 ROBERTA M. KIRBY ALBERT C. WOLLENBERG  
 TWIN MICHELSEN  
 JOHN B. MOLINARI  
 JOSEPH M. CUMMINS, Secretary  
 480 City Hall, 2 2, UN 1-8552

#### MUNICIPAL COURT JUDGES—K, 2-3008

JAMES J. WELSH, Presiding Judge  
 CARL H. ALLEN CLAYTON W. HORN  
 BYRON ARNOLD EDWARD O'DAY  
 LENORE D. UNDERWOOD ALVIN E. WEISBERGER  
 CHARLES S. PEERY GERALD S. LEVIN  
 JOSEPH M. GOLDEN WILLIAM A. O'BRIEN  
 IVAN L. SLAVICH, Clerk and Secretary  
 101 City Hall, 2 2, KL 2-3008  
 A. C. McCHESNEY, Jury Commissioner  
 305 City Hall, 2 2

TRAFFIC FINES BUREAU, 164 City Hall, 2 2 KL 2-3008  
 JAMES M. CANNON, Chief Division Clerk

#### GRAND JURY

437 City Hall, 2 2 UN 1-5552  
 Meets Monday at 8:00 P.M.  
 FRED PARK COX, Foreman  
 MARY ANN LADAR, Secretary  
 DAVID F. SUPPLE, Consultant-Statistician

#### ADULT PROBATION DEPARTMENT

604 Montgomery St., 2 2, 11 YU 6-2950  
 JOHN D. KAVANAUGH, Chief Adult Probation Officer

#### Adult Probation Committee

Meets at call of Chairman and 2nd Thursday each month.  
 KENNEDY VAUGHAN, Chairman, 60 Sansome St., 2 4  
 MAURINE MOSKOWITZ, Secretary, 2901 Lake St., 2 5  
 REED MATTHEW F. CONNOLLY, 349 Fremont St., 2 5  
 RAYMOND BLOSSER, 670 Mondouk Bldg., 2 5  
 FRED C. JONES, 1105 Hayes St., 2 5  
 ROBERT A. PEARBODY, 436 Post St., 2 4  
 FRANK RATTIO, 326 California St., 2 4

#### JUVENILE COURT DEPARTMENT

175 Woodside Ave., 2 27, SE 1-3740  
 MELVYN J. CROWLEY, Judge of the Juvenile Court  
 THOMAS F. STRYCLALA, Chief Juvenile Probation Officer  
 Juvenile Probation Committee

#### Meets at call of Chairman

MRS. FRED W. BLOCH, Secretary, 3712 Jackson, 2 18  
 ROY F. JELL, 445 Bush St., 2 4  
 REV. JOHN A. COLLINS, 420-2nd Ave., 2 21  
 JACK GOLDBERGER, 109 Golden Gate Ave., 2 2  
 MRS. ELGAR H. LUNN, 3700 Green St., 2 21, WA 1-0363  
 JAMES S. KEARNEY, 1871-15th Ave., 2 22  
 MRS. MARSHALL MADISON, 2900 Vallejo St., 2 23,  
 FI 6-1232  
 REV. JAMES M. MURRAY, 1825 Mission St., 2 3  
 THOMAS J. LENEHAN, 501 Haight St., Underhill 1-5261

### OFFICERS APPOINTED BY MAYOR

#### CHIEF ADMINISTRATIVE OFFICER

THOMAS A. BROOKS, Chief Adm. Officer  
 289 City Hall, 2 2 HE 1-1211  
 JOSEPH MIGNOLA—Executive Assistant  
 MARIAN T. FEIT, Confidential Secretary

#### CONTROLLER

HARRY D. WELSH, 110 City Hall, 2 2 HE 1-1211  
 WREN MIDDLEBROOK, Chief Assistant Controller

#### LEGISLATIVE REPRESENTATIVE, FEDERAL

COL. THOMAS J. WEEB  
 Suite 536-7-8, Washington Bldg., Washington, D.C.

#### LEGISLATIVE REPRESENTATIVE, STATE

HOWARD W. CLARY  
 225 City Hall, 2 2 MA 1-0163 and HE 1-1211  
 Hotel Senator, Sacramento 17 (during sessions)

### DEPARTMENTS UNDER THE MAYOR

#### ART COMMISSION

100 Larkin St., 2 2 HE 1-1211  
 Meets first Monday each month at 3:00 P.M.  
 HAROLD L. ZELLERBACH, President, 343 Sansome St., 1  
 JOHN K. HAGIAPAN, Vice-President, Mills Tower, 2 4  
 BETTY (Mrs. Bill) B. L. HARRIS, 2835 Vallejo St.,  
 DR. BERNARD C. BEGLEY, 450 Sutter St.  
 WILLIAM E. KNUTH, S. F. State College, 1900 Holloway  
 OSCAR LEWIS, 545 Sutter St.  
 CLARENCE O. PETERSON, 116 New Montgomery  
 MRS. ALBERT CAMPODONICO, 2770 Vallejo St.  
 ALBERT A. BERNARD, 116 Montgomery St.  
 JOHN GARTH, 1141 Market St.

#### Ex-Officio Members

Mayor  
 President, Calif. Palace Legion of Honor  
 President, City Planning Commission  
 President, de Young Museum  
 President, Public Library Commission  
 President, Recreation and Park Commission  
 JOSEPH H. DYER, JR., Secretary

#### CITY PLANNING COMMISSION

100 Larkin St., 2 2 HE 1-1211  
 Meets first Monday of each month at 2:30 P.M.  
 ROGER D. LATHAM, JR., President, 233 Sansome St., 2  
 ROBERT T. LILLIENTHAL, Vice-Pres., 813 Market St., 2  
 DONALD E. KIRBY, 109 Stevenson St., 2 5  
 MRS. CHARLES E. PORTER, 142-17th Ave., 2 21  
 THOMAS P. WHITE, 400 Brannan St., 2 7

#### Ex-Officio Members

THOMAS A. BROOKS, Chief Administrative Officer  
 JAMES H. TURNER, Manager of Utilities  
 PAUL OPPERMAN, Director of Planning  
 THOMAS C. MILLER, Secretary

#### CIVIL SERVICE COMMISSION

151 City Hall, 2 2 HE 1-1211  
 Meets every Tuesday at 4:00 P.M.  
 FRANCIS P. WALSH, President, 68 Post St., 2 4  
 WM. A. LAHANIAN, 2 Pine St., 2 11, YU 6-0968  
 JOHN L. HUGAS, 201 Guerrero St., 2 3  
 WM. L. HENDERSON, Secy. and Personnel Director

#### DISASTER CORPS

45 Hyde St., 2 2 HE 1-1211  
 MAYOR GEORGE CHRISTOPHER, Commander  
 CH. ADM. OFFICER THOMAS A. BROOKS, Vice-Com.  
 REAR ADM. A. G. COOK, USN (Ret.) Director  
 ALBERT H. MCCOY, Information Officer

#### EDUCATION BOARD

131 Van Ness Ave., UN 1-4680  
 Meets first and third Tuesdays at 7:30 P.M.  
 ADOLFO DE URSISTE, President, 512 Van Ness Ave., 2  
 HERT LEVIT, Vice-Pres., 465 California St., 2 4  
 MRS. LAWRENCE BAKER, 10 Walnut St., 2 18  
 CHARLES J. FOLHN, 231 Valencia St.  
 JOHN C. LEVINSON, 511 Howard St., 2 3  
 JOSEPH A. MOORE, Jr., 2590 Green St., 2 23  
 CHARLES C. TROWBRIDGE, Jr., 155 Sansome St., 2 4  
 DR. HAROLD SPEARS, Supr. of Schools and Secy.

#### FIRE COMMISSION

2 City Hall, 2 2 HE 1-1211  
 Meets every Tuesday at 4:00 P.M.  
 WALTER H. DUANE, President, 220 Bush St., 2 4  
 WM. KILPATRICK, Vice-President, 820 Hyde St., 2 9  
 ARTHUR H. MCCOY, JR., Blythe Co., Inc.,  
 Russ Bldg., 2 4  
 WILLIAM F. MURRAY, Chief of the Department  
 ALBERT HAYES, Acting Fire Marshal  
 CARL F. KRUGER, Deputy Chief  
 THOMAS W. McCARTHY, Secretary

#### HOUSING AUTHORITY

440 Turk St., 2 2, OR 3-5800  
 Meets first and third Thursdays at 10:00 A.M.  
 CHARLES J. JUNG, Chairman, 622 Washington St., 2 11  
 AL E. MAILLOUX, Vice-Chairman, 200 Guerrero St., 2 3  
 JEFFERSON A. BEAVER, 1335-1/2 45th Ave.  
 W. L. HAYBURN, 400 New St., 2 5  
 CHARLES L. CONLAN, 1655 Folsom St., 2 3  
 JOHN W. BEARD, Executive Director  
 GERALD J. OGDEN, Counsel

#### PARKING AUTHORITY

500 Golden Gate Ave., 2 2, PR 6-1565  
 Meets every 1st and 3rd Thursday at 4 P.M.  
 Authority Conference Room  
 ALBERT E. SCHLESINGER, Chairman, 2001 Market St.  
 HAROLD L. BERLINER, Vice-Chairman, 2 7  
 RANDOLPH HALE, 1360 Montgomery St., Apt. 10, 2 1  
 DAVID THOMSON, 63 Berry St., 2 1  
 ALBERT H. JACOB, 2991 Larkin St., 2 21  
 VINING T. FISHER, General Manager  
 THOMAS J. OTOOLE, Secretary

PERMIT APPEALS, BOARD OF

227 City Hall, Z. 2. HE 1-2121  
Meets every Wednesday at 3:30 P.M.  
JOSEPH C. TARANTINO, President, 490 Jefferson St.  
CLARENCE J. WALSH, Vice-President, 2450 17th St., Z. 3  
HAROLD BROWN, 605 Market St.  
PETER TAMARAS, 76 Jackson St.  
ERNEST L. WEST, 265 Montgomery St., Z. 4  
J. EDWIN MATTOX, Secretary

POLICE COMMISSION

Hall of Justice, Z. 8. SU 1-2020  
Meets every Monday at 4:30 P.M.  
HAROLD R. McKINNON, President, Mills Tower, Z. 4  
THOMAS J. MELLON, 590 First St., Z. 5  
SERGEANT WILLIAM J. O'BRIEN, Secretary  
FRANCIS J. AHERN, Chief of Police  
THOMAS J. CAHILL, Deputy Chief of Police  
DANIEL P. MCKEIM, Chief of Inspector  
PHILIP G. KIEFF, Supervising Captain  
DANIEL W. KIELY, Director of Traffic  
CAPTAIN JOHN T. BUTLER, Department Secretary

PUBLIC LIBRARY COMMISSION

Civic Center, Z. 1. HE 1-2121  
Meets the first Tuesday of each month at 4:00 P.M.  
MRS. J. HENRY MOHR, President, 2 Castagna Ave., Z. 16  
ROSE M. FANUCCI, 11 Columbus Ave., Z. 11  
REV. F. D. HAYNES, 1399 McAllister St., Z. 15  
HENRY ROSS HUBBARD, 357 Ocean Ave., Z. 27  
CAMPBELL MCGREGOR, 165 Post St., Z. 8  
J. MAX MOORE, 595 Potrero Ave., Z. 10  
BURNS O'BRIEN, 404 Ellis St., Z. 2  
ALBERT E. SCHWABACHER, JR., 100 Montgomery St., Z. 4  
BERT SIMON, 1350 Folsom St., Z. 3  
S. LEE VAUVRIS, 900 Leary St., Z. 9  
DR. THOMAS W. S. WU, 916 Kearny St., Z. 11  
LAURENCE J. CLARKE, Librarian  
FRANK A. CLARVOE, JR., Secretary to Commission

PUBLIC UTILITIES COMMISSION

287 City Hall, Z. 2. HE 1-2121  
Meets every Monday at 2:00 P.M.  
JOSEPH MARTIN, JR., President, 400 Montgomery St., Z. 4  
DANIEL F. DEL CARLO, Vice-Pres., 200 Guerrero St., Z. 3  
EDWARD B. BARON, 44 Cass Way, Z. 3, WE 1-3501  
DON FAZACKERLEY, 170 El Vorno Way  
STUART N. GREENBERG, 165 Folsom St.  
R. J. McDONALD, Secretary  
JAMES J. FINN, Exec. Sec'y. to Manager

Bureaus and Departments

**BUREAU OF ACCOUNTS**—George P. NEGRI, Director, 287 City Hall  
**BUREAU OF LIGHT, HEAT AND POWER**—B. A. DE-  
MAY, Manager, 425 Mason St., Z. 2, PR 5-7000  
**HATCH ENGINEER**—THOMAS E. LLOYD, Chief  
Engineer and Gen. Mgr., 425 Mason St. PR 5-7000  
**BUREAU OF PERSONNEL AND SAFETY**—PAUL J.  
FANNING, Dir., 901 Presidio Ave., Z. 15, FI 6-5656  
**MUNICIPAL RAILWAY**—CHARLES D. MILLER, Manager, 949 Presidio Ave., Z. 18, FI 6-5656  
**S. F. INTERNATIONAL AIRPORT**—FREDERIC B. BUT-  
LER, Manager, 200 San Francisco, PL 6-6500  
**BUREAU OF PUBLIC SERVICE**—VIRGIL L. ELLIOTT,  
Director, 28 City Hall, Z. 1HE 1-2121  
**WATER DEPARTMENT**—GEORGE W. PRACY, General  
Manager, 425 Mason St., Z. 2, PR 5-7000

**PUBLIC WELFARE COMMISSION**  
585 Bush St., Z. 8, CA 1-5000  
Meets first and third Tuesdays of each month at 9 A.M.  
EDWARD J. WREY, President, 1825 Mason St., Z. 3  
ERNEST D. HOWARD, 315 Montgomery St., Z. 4  
FRANK F. AGOSTO, S. F. Chronicle  
MRS. JOHN P. DUNN, 1309 Potrero Drive, Z. 27  
HENRY M. SANTE, 703 Market St.  
RONALD H. RORN, Director, Public Welfare  
MRS. EULALA SMITH, Secretary to Commission

RECREATION AND PARK COMMISSION

McLaren Lodge, G.G. Park, Z. 17. SK 1-4866  
Meets second and fourth Thursdays of each month at 3:00 P.M.  
LOUIS SUTTER, President, 58 Sutter St., Z. 4  
WM. M. COPEMAN, 531 Market St., Z. 5  
REV. EUGENE G. GALLAGHER, 908 Market St., Z. 2  
DR. FRANCIS J. HERZ, 450 Sutter St., Z. 8  
MRS. JOSEPH A. MOORE, JR., 2590 Green St., Z. 23  
FRED D. PARK, 1000 Union St., Z. 11  
JANE ZIMMERMAN, 2424 Funston Ave., Z. 16  
MAX G. FUNKE, General Manager  
WILLIAM J. SIMONS, Exec. Secretary to Gen. Mgr.  
EDWARD McDEVITT, Secretary to Commission

REDEVELOPMENT AGENCY

512 Golden Gate Ave., Z. 2, OR 3-6134  
Meets every Tuesday at 3:30 P.M.  
JOSEPH L. ALIOTO, Chairman, 111 Sutter St., Z. 4  
LAWRENCE R. PALACIOS, Vice-Chr., 2940 16th St., Z. 3  
DR. J. JOSEPH HAYES, 210 Post St.  
ROY L. COLE, 66 Townsend St., Z. 3  
JAMES E. STRATTEN, 2011 Bush St., Z. 15  
EUGENE J. RIORDAN, Director  
M. C. HERMANN, Secretary

RETIREMENT SYSTEM BOARD

460 McAllister St., Z. 2. HE 1-2121  
Meets every Wednesday at 3:00 P.M.  
HARRY J. STEWART, President, 605 Market St., Z. 5  
BELFORD BROWN, First Western Bank  
WILLIAM T. REED, 1385 20th Ave.  
WM. J. MURPHY, 1771 45th Ave., Z. 22  
MARTIN WORMUTH, 4109 Pacheco St.  
Ex-Officio Members  
RALPH A. NELSON, Consulting Actuary  
JAMES DUFFY, Actine Secretary

WAR MEMORIAL TRUSTEES

Veterans Building, Z. 2. MA 1-6600  
Meets second Thursday of each month at 3:00 P.M.  
J. RUFUS KLAUWANS, President, 235 Montgomery  
PRENTIS COBB HALE, JR., Vice-Pres., 867 Market St.  
**Trustees**  
SAM T. DAVIS, 98 Post St.  
GEORGE K. HARRISON, 431 Brant  
EUGENE D. BECK, 1433 Bush St.  
SIDNEY M. EHRLMAN, 14 Montgomery  
COL. FRANK A. FLYNN, 68 Post St.  
W. A. HENDERSON, 100 Maxwell Drive  
MILTON KLETTER, 2179 27th Avenue  
GILDO J. MUSTO, 535 North Point  
RALPH J. A. STERS, 305 City  
EDWARD SHARKEY, Managing Director  
E. LAWRENCE GEORGE, Secretary  
**SAN FRANCISCO MUSEUM OF ART**  
Veterans Building  
DR. GRACE MORLEY, Director, HE 1-2040

DEPARTMENTS UNDER THE CHIEF ADMINISTRATIVE OFFICER

CORONER

DR. HENRY W. TURKEL  
650 Merchant St., Z. 11 DO 2-0461

ELECTRICITY, DEPARTMENT OF

45 Hyde St., Z. 2. HE 1-2121  
D. O. TOWNSEND, Chief  
DOYLE L. SMITH, Supt. of Plant

FINANCE & RECORDS, DEPARTMENT OF

Vacancy, Director, 20 City Hall, Z. 2. HE 1-2121  
**CITY CLERK**—MARTIN MONGAN, 317 City  
Hall, Z. 2. HE 1-2121  
**PUBLIC ADMINISTRATOR**—WILFRED A. ROBIN-  
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## "Seven Wonders"

(Continued from Page 9)

a feat never before attempted and one which has been called "the greatest fighting job in movie history."

Another first was also scored by "Seven Wonders of the World" when Cinerama received permission to film the Pope at his summer home, Castel Gondolfo. This was the first time that a Pope has been photographed for a commercial feature film.

Other plans were visited and "history made."

### ODYSSEY ENDS

American sequences were supervised by Walter Thompson, and the odyssey ended in Lowell Thomas' studio in Pawling, New York. Here the prologue was filmed in the autumn of 1955, in the same place where Thomas first introduced Cinerama to audiences in 1952.

Since then, Cinerama has come a long way, with theatres in America and abroad presenting the widest screen process of them all for months and years, longer than any motion picture has ever performed before.

The third Cinerama picture, "Seven Wonders of the World," has been the most ambitious one yet produced. Wonders never seen before, experiences no man has ever had are now living unveiled to the public.

"Seven Wonders of the World" is showing exclusively on The West Coast at the Orpheum Theatre in San Francisco.

## JUDGE MEIKLE HEADS HEART DRIVE HERE

Superior Judge Theresa Meikle will serve as honorary chairman for the February membership campaign of the San Francisco Heart Association. Dr. Hilliard J. Katz, president, has announced.

The drive will be conducted February 1 to 28 to enroll volunteers in the program against diseases of the heart and blood vessels. The campaign will be climaxed by a two-hour, door to door solicitation by 6,000 volunteers on Sunday, January 24.

### Torino Ravioli Factory

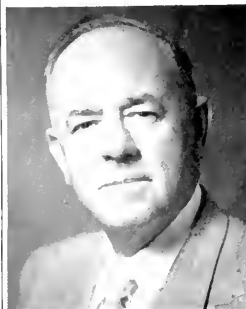
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## Walsh Re-appointed To Appeals Board

Clarence J. Walsh, president of the Bakery Wagon Drivers and Salesmen, Local Union No. 484 the past thirty-eight years, has been re-appointed by Mayor Christopher to the Board of Permit Appeals.



CLARENCE J. WALSH  
Member  
S. F. Board of Permit Appeals

Commissioner Walsh was one of the "earthquake class" of graduates from Fairmount Grammar School who received their diplomas in an outdoor ceremony at Golden Gate Park.

He has been a delegate to the San Francisco Labor Council for more than 25 years, and has been the chairman of the Council's Law and Legislative Committee for 13 years.

A veteran of World War I, the commissioner is a member of the Native Sons of the Golden West, Dolores Parlor No. 208.

He is married and has one daughter, Beverly Phipps, and two grandchildren, Ernest and Sharon Phipps.

He resides at 124 Delano Avenue.

## Sante Appointed Member Of Welfare Commission; Kirby-Murray Re-Named

Henry M. Sante, prominent San Francisco accountant, has been appointed by Mayor George Christopher to membership on the Public Welfare Commission.

A native San Franciscan, Sante is a veteran of World War II. He served more than four years with the U. S. Navy, and saw service in the South Pacific and Asiatic Area with Naval Air Squadrons as combat air-crewman.

Sante is affiliated with many fraternal and civic associations. He is a Shriner, and Past Commander of California Post 234, American Legion.

## Sincere Congratulations To San Francisco's Fire Chief WILLIAM MURRAY

And To  
The San Francisco Fire Department  
In Having Such A  
Fine, Capable Fire Chief  
My Best Wishes  
STUART N. GREENBERG

## Heartiest Congratulations and Best Wishes to Chief William F. Murray

## MAX SOBEL

Commissioner Sante succeeds Albert S. Samuels.

Mayor Christopher has re-appointed Donald Beach Kirby, local architect, to the Planning Commission, and Mrs. Margaret R. Murray, painting firm executive, to the Welfare Commission.

Other re-appointments made by the Mayor were: Rose M. Fanucci and Campbell McGregor to the Library Commission, and John Garth and John K. Hagopian to the Art Commission. They will serve five-year terms.

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# "Walt" Brown, Ace Publicist, Leaves Chamber; Opens Own Firm in S. F.

**"WALT" BROWN**, public relations expert, and known throughout the Bay Area as "Mr. Chamber of Commerce," has silenced his typewriter as manager of the Publicity Department of the San Francisco Chamber of Commerce.

He had held the key post for more than seven years, and had worked with ten Chamber presidents, all top civic leaders and executives in prominent local firms.

## OPENS HIS OFFICE

On February 9 Brown opened his office in San Francisco: Walter J. Brown Public Relations, "specializing in business, industrial and association work."



**WALTER J. BROWN**  
Public Relations Expert

In addition to handling San Francisco and Bay Region accounts, the former Chamber publicist has joined hands with Pat Martin of Sacramento, former secretary to Governor Knight, and James Raport of Los Angeles, former public relations director of the Los Angeles Chamber of Commerce.

As a potent tri-city team of experienced "PR" practitioners, the trio will handle statewide and west coast programs in business and political fields.

## INVALUABLE BACKGROUND

Brown's experience with the San Francisco Chamber should prove invaluable. For seven years he has rubbed shoulders with virtually all of the important business and civic projects of the community.

He has spearheaded promotional programs involving both the Chamber and the city and has counseled or aided scores of firms and organizations in publicity and public relations projects. As Editor of the Chamber publication, "Bay Region Business," he has also produced all major pieces of Chamber literature. He has written and placed stories publicizing San Francisco and local business and industry in many corners of the world. And his office has

served as a clearing house for much special information and aids to the press of San Francisco.

If success comes to Walt Brown it may be partially due to "bread cast upon the waters," for a good portion of his time had been devoted to helping others in countless ways. One example is the practical aid he has extended to more than a thousand newcomers to San Francisco and others seeking specialized jobs here in the past few years.

Brown is a member of the Press and Union League Club, Public Relations Society of America, Advertising Club, Public Relations Round Table, and Publicity Club.

He is married to the former Marian Neper, daughter of an old San Francisco family. Mrs. Brown, good on the eyes, is one of the busiest and most talented wives in these parts rearing four daughters, consulting in fashion design, turning out handsome creations for self and girls, and her current big project—planning the new family home in Ross. The Browns will build in Winship Park in early Spring. The Brown daughters are Sonnie, 16, Donna, 14, Marita, 8, and Nyia, 4.

## FAMILY PORTRAIT

Brown's father, Minot J. and mother, Ruth A., reside in Alhambra, California. Minot, a domestic trade commissioner for the Los Angeles Chamber of Commerce, will retire next month after 25 years of service to the Southern California counterpart of the organization for which his son in San Francisco has worked since 1949.

G. L. "Lewie" Fox, San Francisco Chamber General Manager, said: "During his tenure with the Chamber he has been an invaluable part of our constant effort to promote the business and civic progress of San Francisco. We deeply regret his leaving, but appreciate his desires to get into business for himself."

"We wish him the best of good fortune, and hope that he will continue to cooperate with the Chamber on matters of importance to the business, industrial and civic welfare of the community."

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# Bank of America Loans Hit An All-Time High Of More Than \$5 Billion in '56, Beise Says

**AN OPTIMISTIC REVIEW** of the nation's economy and a confident appraisal of the year ahead highlighted a report to Bank of America stockholders by President S. Clarke Beise at the annual meeting held recently in San Francisco.

Heavier expenditures for plant and equipment expansion, improved agricultural conditions, increased government spending and a high demand for consumer goods were cited by Beise as particularly vigorous areas of the country's economy.

"The general prosperity of 1956 created unprecedented demands for credit," Beise said in his report. He emphasized that the nation's banking system had met the



**S. CLARKE BEISE**  
President, Bank of America

legitimate credit needs of business and individuals while curtailing speculative borrowing.

The president reported that total loans outstanding in Bank of America were at an all-time high of \$5,353,035,991 at the end of 1956.

"Commercial loans, primarily short term advances to business, industry and agriculture, were \$1,957,981,000 on December 31, an increase of about 17 per cent during the past 12 months," Beise stated. "This reflects the continuing high level of business activity during the year."

Total deposits were reported at \$8,993,240,999, an increase of \$190,734,871 over December 31, 1955. Deposit accounts now number approximately 61½ million, a gain of about 420,000 during the past year.

## PREDICTS PROSPERITY

In concluding his report, President Beise said, "Continued growth and prosperity appear to be in prospect for the nation's economy. Heavy demand for credit should continue for some months and Bank of America will have adequate opportunity to invest available funds profitably as it moves forward aggressively, expanding its usefulness, developing new services and maintaining its tradition of leadership."

The board of directors all re-elected, declared the regular quarterly dividend of 45 cents per share payable February 28 to stockholders of record February 7, 1957.

# Tait Recommends Improving S. F. Port Facilities At Cost of \$12,450,000

The Board of State Harbor Commissioners has under consideration a \$12,450,000 program to modernize San Francisco port facilities.

The improvements recommended by Port Director Charles Tait are needed if San Francisco is not to lose shipping business to other Bay ports, Tait declared.

A major part of Tait's proposal, which would be paid for in part by a \$10 million revenue bond issue, calls for a modern general cargo terminal at Piers 25 and 27.

Other items provide for lengthening of Piers 48A and 48B by some 600 feet to provide a wharf capable of handling structural steel unloaded by the Calmar line; adding about 150 feet to Pier 9, and extending the Mission Rock Terminal with provision to build second-deck passenger facilities, desired by the American President Line.

DO. 2-1153

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## March Chosen Head Of Pan American Society of S. F.

Harry A. March of the Grace Line has been elected president of the Pan American Society, San Francisco Chapter for 1935.

Other new officers of the organization, which fosters friendship and understanding among the American Republics and peoples are: Vice Presidents, Fred R. Van Dyke, Pacific Vegetable Oil Corporation and Walter Plunkett, General Steamship Co.; Treasurer, Elwood J. Schmitt, Crocker-Anglo National Bank; Secretary, James P. Wilson, manager, World Trade Department, San Francisco Chamber of Commerce; and Corresponding Secretary and Historian, William Fisher.

Serving on the organization's council will be John V. Behrs, Home Insurance Co.; Henry W. Drath, Bank of America; W. J. Gilstrap, Wells Fargo Bank.

Also H. K. Grady, Moore McCormick Line; T. R. Jamieson, Otis McAllister & Co.; W. C. Lane, Standard Oil Co. of California; George H. Mahoney, Grace and Co.; and J. F. Aubertine, San Francisco Dental Surgeon.

The secretariat of the society is now located in the World Trade Department of the San Francisco Chamber of Commerce.

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## Branson New Potentate Of S. F. Islam Temple; Halley Paid Tribute

Ivan T. Branson, newly elected Potentate of San Francisco's Islam Temple of Shriners, was honored at a recent Shrine Club luncheon held at the Sheraton-Palace Hotel.

The luncheon also was a farewell gathering in tribute to the retiring Potentate, Supervisor James Leo Halley.

### CIVIC LEADER

Branson, an active participant in civic affairs and president of a San Francisco catering and commissary firm, was elected at the Shrine Temple's annual meeting at the Scottish Rite Auditorium.

Charles B. Farrow, Jr., was named president of the luncheon club, succeeding Judge Carl H. Allen.

Other officers elected were: Willard J. Classen, chief rabban; Dr. F. G. Canine, assistant rabban; Harold Stelling, high priest and prophet; Victor N. Christopher, Oriental guide; Cyril L. Weeks, treasurer, and Earle B. Brehaut, recorder.

### SHOAF REAPPOINTED

Walter R. Shoaff was re-appointed director of uniformed units; George P. Thomas advanced to first ceremonial master, and Walter R. Castro, Jr., to second ceremonial master.

A new appointee to the line of officers as marshal is Dr. Lowell E. Braden, past captain of Islam Patrol.

Other appointments by Potentate Branson include Theodore H. Balliet, orator; Rev. William E. McCormack, chaplain; Einar G. Fredericksen, captain of the guard, and Mark Nusbaum, outer guard.

## Falk-Sullivan To Help Raise Hospital Funds

Adrien J. Falk and J. F. Sullivan Jr., have been named vice chairmen of the campaign drive to raise \$500,000 for a new clinic and surgery building at Mary's Help Hospital.

Falk is former president of S. W. Fine Foods, Inc., and Sullivan retired recently as chairman of the executive committee of Crocker-Anglo National Bank.

Their appointment was announced by Christian de Guigne III, campaign chairman.

In accepting his appointment, Sullivan declared:

"I know the possibilities and limitations of money pretty well—therefore, I know that the Sisters are doing more good than most people realize when they help the sick and poor to dollars through low-cost clinic care.

"How they have done so much



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# Saint Francis Hospital to Install First Modern Private Psychiatric Unit Here

**T**HE FIRST PRIVATE, modern psychiatric unit to be constructed as an integral part of a general hospital in San Francisco seemed assured when the Saint Francis Memorial Hospital advised the California State Department of Health and the U. S. Public Health Service that the Saint Francis Hospital was ready to proceed with the actual development of such unit here in San Francisco, Dr. Lloyd R. Reynolds, president of the hospital, announced. The new psychiatric facilities should be completed and the unit in operation next fall.

To coordinate the program, the hospital has set up a committee headed by Dr. Walter F. Schaller as honorary chairman, and Dr. Leon J. Whitsell as chairman. Other members are: Dr. James A. Hamilton, Dr. Francis M. Jacks, Dr. Herbert C. Moffitt, Jr., Dr. Don C. Musser, Dr. Edward F. Stadtherr, and Dr. Emile D. Torre.

## \$183,304 ALLOCATED

Four months ago, the California Department of Public Health, upon the recommendation of the State Hospital Council, allocated some \$183,304 of State and Federal funds under the Hill-Burton Hospital Survey and Construction Act, to Saint Francis Memorial Hospital for the construction of a psychiatric unit.

This allocation represented two-thirds of the estimated cost of such a project and was dependent upon the hospital submitting proof by November 27, 1956, that it could finance the remaining one-third, or \$91,652.

Such evidence, Dr. Reynolds stated, has been forwarded to the California and Federal Health Services.

## THIRTY BEDS

Plans for the creation of a psychiatric unit as part of the general facilities of Saint Francis Memorial Hospital were originally suggested some ten years ago by Dr. Schaller. The program, as approved, calls for about 25 to 30 beds on a self-contained floor comprising some 9,500 square feet in a new wing now under construction at Saint Francis Memorial Hospital. Facilities will include private and semi-private rooms, wards, interviewing offices, examination and administration rooms, treatment rooms, doctors' conference rooms, nurses' stations, various storage areas, a pantry and general recreation facilities.

Commenting on the new program, Dr. Whitsell stated:

"The desirability of a psychiatric unit as part of our general hospital has been thoroughly studied by many authorities in the field. The California State Department of Health strongly recommends mental illness be treated, wherever possible, within the home community, thus enabling cases to be treated before they become



**DR. LLOYD R. REYNOLDS**  
President, Board of Trustees  
Saint Francis Memorial Hospital

chronic, saving considerable time and expense.

## WELL RECOMMENDED

"All authorities recommend that every general hospital should have some provision for the diagnosis and treatment of psychiatric conditions either entering as such or occurring in the course of medical or surgical illnesses. The public is not only becoming psychiatrically minded, but is aware that patients suffering, from, mental, illnesses may require detailed medical treatment as well as psychotherapy.

"Here in San Francisco, facilities are extremely limited. We have a growing city of almost 800,000 persons. Stanford Hospital is the only private general hospital with a psychiatric unit, and this unit has just 17 beds. The Langley Porter Clinic, supported by the State and the University of California, has 96 beds, and the San Francisco Hospital, supported by the City and County has 79 beds.

"Our new unit here at Saint Francis will make an improvement in the treatment of psychiatric conditions available to the entire community. It will provide modern facilities for both in-patients and out-patients. It will offer care for selected part-pay clinic cases and will make possible a training program of increased value to resident physicians and student nurses. At present, Saint Francis nursing students receive their psychiatric training out of the

city. Our new facilities will permit education in this specialty not only for our own nursing students, but also for those receiving training in other San Francisco nursing schools.

## MODERN EQUIPMENT

"Some of the most important psychiatric advances in recent times have been in the use of new types of drugs and new methods of physical treatment. Such procedures require modern equipment and trained personnel of an up-to-date hospital. Under our plan here at Saint Francis, these cases in the future may be cared for in a general hospital with the same ease as other medical cases."

Saint Francis' plans for this new private, modern psychiatric unit as an integral part of its general hospital here in San Francisco have received the official endorsement not only of the California State Hospital Association, Northern California Psychiatric Society, San Francisco Medical Society, San Francisco County Nurses Association, Stanford University School of Medicine, San Francisco Guild for Crippled Children, Inc., the Y.M.C.A., and the San Francisco Department of Public Health through its director, Dr. Ellis D. Sox.

Early production of lead and zinc in California evolved from the search for precious metals.

## California Savings Top Nation With \$4 Billion Total

CALIFORNIA'S savings and loan associations became the first in the nation to top the \$4,000,000,000 mark in savings accounts. Neil Davis, executive vice president of the California Savings and Loan League reported.

He said savings placed in these institutions, rose more than \$800,000,000 during the first ten months of 1956 to chalk up the record total.

In northern California, the accounts of \$250 or less were slightly more numerous than 12 months ago, but accounts between \$1,000 and \$5,000 showed a substantial gain. This selection, however, showed fewer accounts of more than \$5,000 opened than a year ago.

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WILLIAM B. LOGAN, seated at head of tables with his staff of experts.

An advisory board service plan for small business owners and individuals, the first of its kind in the United States, and operated by William B. Logan & Associates, 400 Montgomery Street, is reportedly increasing its volume of business since it launched its venture five years ago.

The staff of experts is composed of recently retired successful executives, each with a minimum of forty years of "practical," grass-roots business and professional experience."

At a recent press conference at the Sheraton-Palace Hotel, William B. Logan, reported that "the results of its five-year operation have been highly successful for the selected firms that have participated in the tests."

The service is maintained as a separate and continuous management function.

### GOOD BACKGROUND

Logan is 36 and a graduate of Lehigh University in industrial engineering. He conducted a course on "Practical Small Business Management" at the University of California Extension, served as a major during World War II, and is the author of a number of articles published in trade publications. He has devoted about ten years in the research and practical application of "small business problems and their solutions."

Members of the firm, all specialists in their respective fields, are John S. Chilton, former vice president, Angelo California National Bank; Samuel G. Gerhart, former manager of industrial sales, General Electric Company, San Francisco office; Edward Lanz, former divisional sales manager, American Can Company, Pacific Division;

Edmund H. Pigeon, small business analyst with experience in approximately 300 firms; Samuel F. Baker, former president, Barium Steel Company, United Aircraft Products Company, and more than 35 years in the consulting field; R. G. Von Bernuth, former Western regional manager, Pfizer Chemical Company.

## Record Year in Traffic Fines

San Francisco's revenue from traffic violations in 1956 amounted to \$2,730,646, more than in any previous year. This income was yielded on 762,855 citations issued for 652,076 parking and 110,779 moving violations.

Revenue from traffic violations in 1955 totaled \$2,712,353.

Point Barrow, the extreme northern part of Alaska, and Rose Island, American Samoa, are the northern and southernmost points in United States territory.

The per capita consumption of green coffee in the United States in 1956 was well over 20 pounds.

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## First Section of Four-Lane Freeway From Petaluma to Denman Flat Open

IMPRESSIVE CEREMONIES marked the opening recently of the first section of the four-lane super freeway bypassing Petaluma soon to extend from San Francisco fifty miles northward as far as Santa Rosa.

The \$4,610,000 project extends the existing U. S. 101 freeway from south of Petaluma across Petaluma Creek and the Northwestern Pacific Railroad for a distance of 8.5 miles to Denman Flat.

Traffic will be shunted off the freeway where it crosses existing Highway 101 at Denman Flat until portions of the freeway are completed farther north.

### BIG BOTTLENECK

Traffic through the Nation's "Egg Basket" currently bogs down because the city of Petaluma has to handle the 101 load through its own streets.

The new bypass will not only give Petaluma relief from this traffic headache, but, more important to the thousands of through motorists, it will give them a direct route skirting the city.

Interchanges are being constructed at State Highway 104 and Roblar Road and Railroad Avenue near Cotati.

Within a year, the final five mile link between Wilfred and Santa Rosa will be completed, providing motorists a continuous four lane divided freeway from the Golden Gate Bridge to the other side of Santa Rosa, a distance of more than fifty miles.

### REDWOOD HIGHWAY

By that time, current freeway construction work on the portion of the Redwood Highway south of San Rafael is expected to be completed.

A freeway through Santa Rosa eliminating the tortuous downtown



View of first section of four-lane highway which will by-pass Petaluma and link San Francisco directly with Santa Rosa. A \$4,610,000.00 project.

Interchanges along the bypass are located at Hay Stack Street, State Highway 104 and Washington Street.

### MORE ADDED

Scheduled for completion early next summer are 7.9 miles of four lane divided roadway extending the freeway north to Wilfred, a railroad stop on U.S. Highway 101 south of Santa Rosa.

This straight line stretch of roadway through the hills, being built at a cost of 2,700,000, will eliminate the existing two lane highway bottleneck that ambles around the base of the hills and through Cotati.

traffic of the Sonoma County section was constructed several years ago.

P.H. Talbot Jr. is resident engineer under the supervision of Assistant State Highway Engineer B.W. Booker on the two section from south of Petaluma to Wilfred. Crossing north of Cotati, G.L. Bee with, district construction engineer, is also one of the able hands working on the huge project.

The Parrott Building in San Francisco was built by Chinese laborers who were brought here to assemble the building stone which had been cut to fit in China.

# Michael Riordan to Speak At Celebration of Robert Emmett Birthday Fete

Michael Riordan, outstanding San Francisco attorney, will speak on the life of Robert Emmett on Sunday afternoon at 1:30, March 3 at the Band Concourse in Golden Gate Park.



ATTORNEY MIKE RIORDAN

The Irish patriot, Emmet, was hanged in 1803, when he was twenty-five. Inspired by the new republic of the United States, he tried through a revolt to get complete freedom for Ireland and separation from England.

Attorney Riordan is an authority on Irish history. He came here in 1907, a poor but well-schooled boy from County Kerry, Ireland. He rose from patrolman to chief of police. And then from night attendance at St. Ignatius Law School he rose to a successful lawyer. Much of his time and energy have been given to public service.

The United Irish Societies are staging this birthday celebration of Robert Emmet. Their president is Andrew J. Gallagher. The chairman will be another Michael Riordan, not related to the speaker.

Irish music will be furnished by an orchestra.

Robert Emmet's immortal speech delivered from a prisoner's dock, while his hands and feet were bound, will be recited by a student.

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# BOYLE NEW HEAD OF WORLD TRADE CENTER GROUP

Leland W. Cutler resigned last month as chairman of the San Francisco World Trade Center Authority. He was succeeded by Harry J. Boyle at a meeting of the Authority held in the World Trade Center.

Cutler, who has served as chairman of the Authority since its inception in 1947, stated that he felt he had served "long enough." He will continue as a member of the Authority, and as a token of the Authority's appreciation for his service he was elected honorary chairman.

## VALUABLE GUIDANCE

It was under Cutler's guidance that the Authority was created and the present two million dollar Center constructed. In addition to his work on the Center, Cutler has been prominent in many other Bay Area projects, including the financing and construction of the San Francisco-Oakland Bay Bridge and the 1939-1940 Golden Gate International Exposition.

## ACTIVE CIVIC WORKER

Boyle, who was unanimously elected to succeed Cutler, has been a member of the Authority since January, 1955. The general manager of the Pacific Coast Division of the General Adjustment Bureau, Boyle is active in civic affairs and is the mayor pro tem of Hillsborough.

In other action taken by the Authority at the meeting, Frank E. Marsh, the Center's managing director, was appointed to the newly-created post of secretary to the Authority. Charles Rosenthal was elected chairman of the executive committee, replacing Charles Howard, and Irving Neumiller, chairman of the finance committee.

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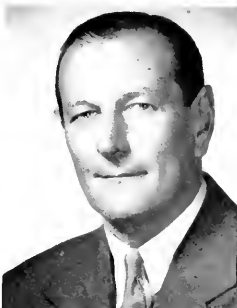
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# Schlesinger Elevated To Chairman of S. F. Parking Authority

Albert E. Schlesinger, a member of the Parking Authority since last March 7, has been moved up as its chairman. He succeeded Harold A. Berliner who held the top post the past year.



ALBERT E. SCHLESINGER  
Chairman  
S. F. Parking Authority

Schlesinger, Mayor Christopher's first appointee to the Parking Authority, has long been prominently identified with civic and business development of San Francisco.

Chairman Schlesinger is president of S & C Motors and was a former member of the Mayor's Technical Traffic Committee. He likewise was a member of the Parking and Transit Conference. He is the former president of the Motor Car Dealers Association of San Francisco.

At the present time he is the vice president of the San Francisco Down Town Association. He is also a director of the San Francisco Bay Area Council and a director of the American Red Cross.

Other members of the Authority besides Schlesinger and Berliner are Randolph Hale, Albert H. Jacobs and David Thomson.

The Authority holds its weekly meetings at the Parking Authority office at 500 Golden Gate Avenue.

# Donald Watson New Head Of Marine Exchange; Has Long Steamship Career

Donald Watson, vice president and general manager of the Weyerhaeuser Steamship Company, has been elected president of the Marine Exchange. He succeeds Chalmers G. Graham of Graham, James and Rolph who held that post the past two years.

Other officers elected were Dudley W. Frost, port manager, Port of Oakland, first vice president; Colonel H. E. Sanderson, chairman of the Stockton Port Commission, second vice president; Thomas B. Crowley of the Bay Cities Transportation Company, third vice president and Vincent P. McMurdo, Pacific Coast manager of the Luckenbach Steamship Company, treasurer.

## STEAMSHIP CAREER

Watson began his steamship career in 1930 in San Francisco. Prior to the war he was Pacific Coast manager of Pacific Coast Direct Line which was associated with the Weyerhaeuser Line in the intercoastal service. When Weyerhaeuser Steamship Co. purchased Pacific Direct Line in 1950, he was named vice president and general manager.

When the war began, he was assigned, as a naval reservist, to the office of Chief of Naval Operations, Washington, D. C., with rank of lieutenant. He served as Naval Officer in charge of Transportation Division, Lend Lease Administration; later as Naval Officer in charge of War Shipping Administration, Washington and Oregon areas; and then as aide to the late Secretary of State, Edward Stettinius. In that capacity, he played an active part in the United Nations Conference in San Francisco in 1945.

Watson is a director of the Pacific American Steamship Association; director of the First California Company; past president of the Propeller Club of the Port of San Francisco and founder member of the American Institute of Traffic and Transportation.

The highest point in Africa is Kibo Peak, British East Africa, 19,710 feet.

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E. J. WREN, K.S.G.  
Executive Secretary

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## Millions Being Spent To Make Motoring "Joyful Journey" Through Redwood Area

**M**ILLIONS OF DOLLARS are being spent currently, and additional millions have been earmarked for the future, to make motoring through the Redwood Empire a "joyful journey."

Already served by a \$400,000,000 system of all-year highways on both sides of the Golden Gate Bridge, the Redwood Empire of northwest California and southwest Oregon is continually receiving additional State and Federal highway funds to improve the network of traffic arteries now tapping the area, recognized as one of the top vacationlands of the nation.

### \$10,000,000 SPENT

To facilitate travel over the Redwood Highway (U.S. 101) more than \$10,000,000 are being spent on one 19-mile stretch alone between Petaluma and Santa Rosa. First units of the project—the Petaluma By-pass Freeway from the south edge of the city to Denman Flat—was dedicated on Nov. 16. State, county and city officials participated in the ceremony arranged by the Petaluma Chamber of Commerce. The California Division of Highways estimates the remaining units of the project will be completed by August, 1957.

### INFORMS PUBLIC

The Redwood Empire Association, in keeping with its policy of informing the traveling public of notable improvements in the Empire's system of highways, publicized nationally the opening of the first units of the Petaluma-Santa Rosa project.

Early in 1956 a traffic bottleneck was broken with the opening of the Golden Gate Bridge North Freeway, built at a cost of \$7,500,000. The six-lane Freeway links up with the new \$3,200,000 Richardson Bay Bridge which now supplants the four-lane wooden span.

Within the next few miles some \$5,000,000 are being spent to widen the Redwood Highway and for the construction of two major interchanges which will permit an uninterrupted flow of traffic north and south through the Empire and allow a smooth siphoning off of local traffic.

### BENEFIT OTHERS

These improvements, it was pointed out, also benefit sections of the Redwood Empire area not geographically located on U.S. 101, since there are direct laterals from this highway to the Russian River recreation area and coastal sections; inland areas of Lake Napa, Sonoma and other counties.

In anticipation of future growth in the eight counties of northwest California in the Empire, as well as the area's increasing popularity among vacationers, the California Division of Highways has budgeted a record \$28,000,000 for highways for 1957-58 fiscal year.

This budgeted total includes allocations for additional skyways in

San Francisco, plus major improvements on major sections of the highway system in Northbay counties. Similar improvements are under way within and north of Josephine County, Ore., through portal of the Redwood Empire.

## Better Business Bureau Installs Teletype Set Covering Wide Area

The San Francisco Better Business Bureau has inaugurated a new teletype system linking it with bureaus throughout the United States and Hawaii.

The inaugural message was sent to the Honolulu bureau by Earle C. Dahlem, president of the local bureau, who wished his island colleagues a prosperous and effective 1957 for your bureau.

Back came an "Aloha" and similar good wishes for the holiday season.

### VIA R.C.A.

The direct communication was established via RCA Communications INC-TEX in conjunction with the Pacific Telephone & Telegraph Company.

Vernon A. Libby, general manager of the San Francisco BBB, said the new system will greatly facilitate the exchange of important information between bureaus.

Dahlem said: "It is a significant development in speeding written factual information exchange in the furtherance of Better Business Bureau objectives."

## Derre New Chairman Of GOP Committee

Alvin F. Derre has been named chairman of the 1957-58 executive committee of the Republican Central Committee for San Francisco.

The selection was announced by Robert H. Steele, county chairman. Members of the executive committee are:

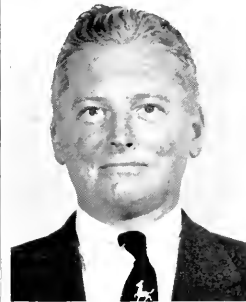
Paul A. Bissinger, Clyde H. Charlton, Patricia H. Connick, Arthur J. Dolan, Jr., Robert C. Harris, Roger D. Lapham, Jr., Grace E. Macduff, Leon Markel.

Joseph Martin, Jr., Trafton Muller, James L. Murphy, Edgar D. Osgood, Emily G. Pike, Charles Rosenthal, Chas. Watt Smith.

Robert H. Steele, Charles T. Travers, John F. Ward, Caspar W. Wenberger, Jane E. Zimmerman.

## Martin Names Real Estate Group To Review P.U.C. Land Holdings

President Joseph Martin, Jr., of the San Francisco Public Utilities Commission, announced that the San Francisco Real Estate Board, at the suggestion of the Commission, has appointed a special committee to review utilities' land holdings from the standpoint of their highest revenue providing use.



JOSEPH MARTIN, JR.  
President of P.U.C.

The committee, comprised of members of the San Francisco Real Estate Board, will serve on a voluntary basis.

### COMMITTEE HEADS

Committee Chairman will be Colbert Coldwell of Coldwell, Banker and Company; committee vice chairman will be Benjamin J. Henley, president, California Pacific Title Insurance Company.

Other members: Charles W. Brock, appraiser; George H. Thomas, Jr., president, Baldwin and Howell; John A. Sullivan, president, Madison and Burke; Vincent F. Finigan, Sr., president, Buckhe, Thorne & Co.; William A. Marcus, Sr., vice president, American Trust Co.; Kenneth H. Smitten, appraiser, and Carl Gellert, president, Standard Building Company.

### OFFICIAL POLICY

Work of the committee will be in line with official policy of the Commission as adopted last May 18. At that time the Commission adopted a statement prepared by Commissioners Martin and Daniel F. Del Carlo which stated, in part, that with respect to utilities' property, "we shall use every effort to increase the income which it brings to the city."

### TO GIVE COUNSEL

J. Mortimer Clark, president of the Real Estate Board, said the committee "will be available for counsel and advice regarding real property under the control of the Commission."

At the request of President Martin, utilities staff personnel has

prepared detailed maps comprising an atlas of utilities-owned properties. Copies of this atlas are being made available to the committee. Outside of San Francisco the Water Department owns some 2,000 acres of land in San Mateo County, about 24,000 acres in Alameda County and more than 1,000 acres in Santa Clara County. Airport land in San Mateo County amounts to 3,700 acres.

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## Worldwide Services of I.B.M. Corp. Establishes Offices in San Francisco

**WORLDWIDE SERVICES** of International Business Machine Corporation will be made available from Northern California's World Trade Center with the establishment of Pacific Coast offices of the IBM Service Bureau in the Center, it was announced by Frank E. Marsh, managing director for the Center program.

Arrangements for... IBM office headquarters were completed by negotiations between R. C. Schroeder, manager, IBM Service Bureau, and Frank E. Feliz, manager, World Trade Center, who worked out details of the new West Coast operations offices with IBM international headquarters in New York City.

Location of one of America's outstanding business machine manufacturers in worldwide operations in the new World Trade Center is another tribute to the progress of the Center in its program to establish a clearing-house for international commerce through the Golden Gate region of California.

### OPERATING UNITS

The World Trade Center office of IBM Service Bureau will feature operating units of new "electronic brain" units covering all phases of computing, accounting, calculating and other mathematical phases of business and scientific operations for Pacific Coast and worldwide business and governmental organizations.

Importance of the new IBM world wide operation at the World Trade Center was cited today by R. L. Kocher, IBM branch manager:

### BECOMES IMPORTANT

"The Pacific Coast, and especially the San Francisco Bay region, has become increasingly important as the headquarters for worldwide operations involving the Orient, the Near East and Middle East. We are also impressed with the increasing volume of trade with Europe, Africa and Latin America as industrial expansion overseas is supported by foreign investments by American interests. The Pacific Ocean area is especially destined for world trade and travel expansion and San Francisco stands to gain as the financial and marketing center for this overseas trade and investment growth."

R.C. Schroeder will direct the move of the IBM Service Bureau to the World Trade Center and will head the IBM service and equipment operations.

## S.F. Post Office Foreman Wins \$280 for Idea Which Saves Service \$10,000

Postmaster John F. Fira recently presented to Albert E. Nagle, 665 - 27th Street, a foreman at Rincon Ames, a \$280 cash award and the Post Office Department's Certificate of Award for suggesting a new routing of mail which saves the Post Office Department more than \$10,000 annually.

The certificate of award to Nagle, signed by Postmaster General Arthur E. Summerfield and Regional Director Vern Scroggins is an official commendation and appreciation for contributing a beneficial suggestion to the Postal Service.

Nagle's suggestion established a direct transfer of mail from the Oakland Santa Fe Terminal to San Jose, Calif., via an Oakland-San Jose truck route thereby eliminating handling by the San Francisco Post Office. This measure reduces the cost of mail handling and transportation.

## London-Hadeler Re-Elected To Golden Gate

The Board of Supervisors unanimously re-elected Dan E. London and William D. Hadeler to new four year terms on the directorate of the Golden Gate Bridge and Highway District.

Hadeler, secretary of the California Grocery Association, has served for 18 years as a district director.

London, managing director of the St. Francis Hotel, is completing his first term on the board.

Porcupines are excellent climbers and spend a good part of their lives in trees.

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## Voters Confirm Christopher's Choice Of Two Board Of Education Members

**MRS. LAWRENCE DRAPER JR.** and **Joseph A. Moore Jr.**, nominated last September by Mayor George Christopher and confirmed by the voters at last year's general election, have assumed their new posts as members of the San Francisco Board of Education.

They will fill the posts held by Mrs. Clarence Coonan and Mrs. George A. Hindley.

### VERY ACTIVE

Mary Louise Draper, 45, was born in Memphis, Tennessee, and later lived in Pasadena. She has made her home in San Francisco since 1935, and attended Memphis public schools, Polytechnic Elementary in Pasadena, Westridge College and the University of California. Mrs. Draper is director and secretary of the Town and Country Club; director of Edgewood, San Francisco Protestant Orphanage; executive committee member of the Family and Children's Council of the Community Chest, and trustee of Cavalry Presbyterian Church of Bolinas. She married Lawrence Draper, Jr., a local attorney, in 1939. Mr. and Mrs. Draper have two children, Joan K. Draper, 18 and Lawrence Draper, 16. Both children attended Grant School. Joan was graduated from Miss Burke's and Lawrence is attending Lowell High School.

### HIGHLY EDUCATED

Joseph A. Moore, Jr., 48, is president of the Moore Dry Dock Co., and a director of local firms, including The Emporium - Capwell Co., the Crocker-Anglo National Bank, Fibreboard Paper Products Co., and the California Insurance Co.

He is trustee of Mills College and a director of the San Francisco YMCA, the Mechanics Institute, and the Ladies' Protection and Relief Society.

Born in San Francisco, he attended Lowell High School, and holds a bachelor's degree from California (1929) and a master's degree in business administration from Stanford (1931).

Mr. Moore married the former Gladys Gillig in 1933. His daughter Marilyn was a UC graduate this year, and his son, Douglas, will enter UC this fall.

Mr. Moore was Mayor Christopher's campaign manager for the mayoralty last year. Mrs. Moore is one of the Mayor's appointees to the Recreation and Park Commission.

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## Cotton Exports Seen Jumping Into First Place, Tait Says

Cotton, which ranked as San Francisco's second most valuable export (after machinery) last year, shows signs of jumping back into first place as the annual export season gets underway, Port of San Francisco officials reported.

"Our surveys in California's cotton growing areas confirm the general feeling in the industry that cotton exporting this year will be exceptionally high," Port Director Charles Tait said.

Tait has advised executives of San Francisco's steamship lines

that the federal export program assures the exportation of 3,800,000 bales by next August.

Purchase of export rights by California shippers indicates that sizeable share of the cotton will be exported via the west coast, he noted.

"Two big California shippers say they have sold more cotton so far this year than they sold in the entire season last year," the port director commented. "Another shipper advises us that the exports to ship a minimum of 30,000 bales through the Bay Area."

Tait said the port is readying its Islais Creek Cotton Terminal, Pier 92, for cotton assembly and loading. The terminal handles general cargo in spring and summer months, when cotton isn't moving.

The 11-acre terminal, opened last year, has a fireproof 7,500-bale shed with truck and rail docks and deepwater ship berths alongside.

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## S. F. Business Activity At High Level; Major Fields Reflect General Rise

**B**USINESS ACTIVITY in San Francisco during the first eleven months of 1956 maintained the highest level in history, averaging 8.3 per cent above the 1955 period. November business, though slightly below the preceding month, surpassed November last year by 4 per cent to establish a new high for that month.

All the major fields of activity in San Francisco, including construction, trade, finance, shipping, utilities and employment, reflected the general rise over last year.

### FINANCIAL TRANSACTIONS

The eleven months financial transactions in San Francisco of \$43.2 billion were \$4.8 billion above 1955. Shares traded on the San Francisco Stock Exchange during this period totaled 19,250,350 with a market value of \$358,191,892 and were above a year ago by 2.2 per cent and 2.3 per cent respectively.

In the construction field, 9,885 permits were issued during the first eleven months in San Francisco, amounting to \$61,861,242. The number was up 15 per cent and the amount 1.7 per cent over the like period in 1955. New residential permit value amounted to nearly \$16 million, and new nonresidential to almost \$27 million. Additions, alterations and repairs accounted for \$18 billion.

### RETAIL DEPARTMENT SALES

San Francisco Retail Department sales during the first eleven months averaged 3 per cent above 1955, according to preliminary reports. Pacific Coast Merchant Wholesalers sales for the first ten months were up 9 per cent, same as the increase for the United States. Pacific Coast sales of automobile equipment during the ten months period were up 9%; electrical apparatus, 15%; electrical appliances, 7% furniture, house-

hold, etc., 9%; hardware, 5%; plumbing and heating equipment, 2%; lumber and construction materials, 0.0%; industrial machinery, 10%; general line groceries, 16%; fruit and vegetables, 4%; drugs, 14%; dry goods, 4%; and tobacco, 7%.

In the transportation field during the first eleven months, the San Francisco International Airport traffic, including passengers, express and air freight established new highs. Truck movements in the San Francisco area were also above last year. The foreign revenue tonnage through the Port of San Francisco, which accounted for more than half of the Port tonnage during the first eleven months, was slightly above last year, though Port tonnage was off 4.5%. The vehicle traffic over the Bay Bridge during the first eleven months totaled 30,792,096, topping a similar period last year by 3.4%. Crossings over the Golden Gate Bridge were 14,176,983, for a gain of 10.1%.

### LOW RATES

In the Utilities field, electrical energy sales in San Francisco during the eleven months averaged 3.2% above the like period in 1955. Commercial and Industrial water sales were up 0.4%. The Public Utilities Commission of the State of California reported combined charges for gas and electricity and telephone for the aver-

age family for San Francisco is next to the lowest among large cities in the country.

During November, 1,092,000 persons were employed in the San Francisco - Oakland Metropolitan Area. This was an increase of 2.5% 1955. Manufacturing employment was up 2.7% and average weekly earnings of production workers were up 7.7%. All industrial groups except agriculture shared in the gains.

Prospective visitor and newcomer written inquiries to the Chamber of Commerce during the eleven months of 1956 were 31% above the same period of 1955.

## Ted Lusher Gets Service Award From Chief Ahern At 81st Recruit Class

A couple of veteran police officers and a promising bluecoat got together at ceremonies marking the graduation of the San Francisco Police Department's 81st recruit class.

Police Chief Frank J. Ahern chatted with veteran Officer Ted Lusher, who received a First Grade Meritorious Service award for his chase and capture of a couple of holdup men in the Richmond District a few months ago, and with Private George D. Barron, president of the new recruit class and "valedictorian" during graduation ceremonies.

Barron, just 24, was one of 32 recruits who successfully completed the rugged 12 week training course at the Police Academy and who have received their diplomas.

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# CITY-COUNTY RECORD

Vol. 24 — No. 3  
MARCH, 1957

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OUR TWENTY-FIFTH YEAR OF CONTINUOUS SERVICE

THE MAGAZINE OF GOOD GOVERNMENT



G. L. "Lewie" FOX, General Manager  
San Francisco Chamber of Commerce

(See story on Page 5)

## Lost Stockholders Sought by P.G.&E.

PG&E is seeking assistance in locating certain of its stockholders, or their heirs, whose addresses are incomplete for a variety of reasons. Persons knowing anything of the whereabouts of the following are asked to contact the PG&E Stock Transfer Department, 245 Market Street, San Francisco.

Lucija Berce, Arthur and Elsa Koch and Allan Thomas (administrator of the estate of George W. Thomas), all of San Francisco; Mrs. Gertrude F. Barker, Chicago; Margaret E. Clarke, Honolulu, Hawaii; Mrs. Mary Green, New York City; Freda Mary Ground, Miami, Fla.; Viola Stoll Herneman, Tonawanda, N. Y.; Thomas A. MacDonald, San Pedro, Calif.; and Patricia and Edd Watkins, Jr., Hollywood, Calif.

## Examinations Open For Substitute Mail Handlers

Postmaster Fixa, cooperating with the United States Civil Service Commission, has announced that examinations are now open for the position of substitute mail handler in the San Francisco Post Office.

The examination is open to all male citizens who are 18 years of age or older at the time of filing application and who reside in San Francisco.

The entrance salary of \$1.65 per hour is automatically increased annually until the maximum salary of \$1.99 per hour is reached. Ten per cent additional compensation is paid for night work. Sick leave and vacation benefits plus longevity increases also are included.

Duties include loading and unloading of mails, separation of mail at conveyors, operation of cancelling machines, lift trucks and performing other duties incident to the movement and processing of mail.

Candidates must be physically able to perform the duties of a mail handler efficiently, qualifying by examinations which will include a basic written test and strength test. Veterans preference in the examination will prevail.



## "How old am I?"

asks Mrs. Edna Short, 924 Jackson, Albany, California

Ever noticed? The grand thing about grandmothers these days is *not* their age—but how *youthful* they look!

One good reason is modern household appliances. They've taken over the tough, back-breaking chores that used to rob women of their youth and beauty long before their time.

Mrs. Short, pictured with grandson Kim, is a wonderful example. This 45-year-old grandmother leaves most of her hard work to labor-saving appliances. How about you?

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## Sullivan Well Qualified to Provide Impetus to S. F. Parking Authority

PUBLIC OFFICIALS and friends of Attorney John E. Sullivan, witnessed Superior Judge Herman Van Der Zee administer the oath of office as a member of the Parking Authority. He replaces Randolph Hale who resigned because of the press of private business.

Sullivan, a past president of the District Council of Merchants Associations, was appointed to this post by Mayor George Christopher. Present at the ceremonies were representatives of all the district merchant groups, the San Francisco Chamber of Commerce, the Town Town Association, and the Retail Merchants Association.

### ACTIVE CIVIC WORKER

Sullivan, 45, long a resident of San Francisco has been extremely active in various district merchant groups. He is a graduate of the University of San Francisco School of Law. He has practiced in his office at 840 Ulloa Street in the West Portal District the last 10 years.

Sullivan is a member of the Democratic County Committee, president of San Francisco Council Lions Club, and affiliated actively with the West Portal Twin Peaks Lions Club, Knights of Columbus, Elks Club, Godathers Club of St. Vincent's school for Boys, West Portal Avenue Association and the University of San Francisco Alumni Association.

### SUPPORTS MAYOR

Commenting on the appointment of Mayor Christopher Sullivan said:

"On the basis of my many years' experience with civic problems relating to San Francisco's neighborhood districts, I realize the paramount importance of a comprehensive and vigorous parking program for San Francisco.

"In this respect I concur wholeheartedly with the ideas and plans of Mayor Christopher for the building of a greater San Francisco. It is a challenge to all of us with the right kind of coop-



JOHN E. SULLIVAN

eration this can be accomplished."

Personable and popular Sullivan is married to Bette C. Sullivan and is the father of four children: Marcia Anne, 16; Mary Lynne, 10; John W., 8, and Craig L., 6.

The Sullivans make their home at 51 Lopez Avenue.

### THEATRICAL INTERESTS

Hale requested Mayor Christopher to excuse him from his Parking Authority assignment scheduled to run through October, 1959, because his theatrical interests keep him from San Francisco for long periods of time.

Hale, a member since 1951, was presented with a certificate of appreciation from the Parking Authority outlining his long career as a member. During his term, he was the co-author of the Parking Authority's program entitled, "The Parking Authority's San Francisco Parking Program" now being put into effect by the Authority.

## HUGE CROWDS EXPECTED AT NATIONAL SPORTS-BOAT SHOW AT COW PALACE

Sportsmen who ply the many waters of the Redwood Empire are looking forward to the opening of the National Sports and Boat show at San Francisco's Cow Palace from March 1 through 10.

Thomas Rooney, manager of the show, said it was necessary to move the event to the Cow Palace, largest exposition building west of Chicago, because of the wealth of exhibits to be on display this year.

### TO USE BIG SPACE

Three halls of the Cow Palace, covering an area larger than three football fields, will be utilized for the displays.

The 1957 show, according to Rooney, will feature scores of exhibits for boating enthusiasts, hunters, fishermen, campers and vacationists.

Last year the show drew an attendance of 187,000 persons. This year, Rooney said, attendance could easily double the 1956 figure.

The Redwood Empire, extending from San Francisco to Grants Pass, Oregon, is a major market for everything exhibited at the show, as it is noted throughout the world as a vacation area which is tops for fishing, hunting and boating.

# CITY-COUNTY RECORD

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CHARLES A. SIEGFERTH  
RICHARD H. ALLEN...  
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## Around and About

By WHIT HENRY

A FRIEND OF MINE asked me if I knew how many uses there are for common table salt. I said I had no idea and he wrote the following uses for salt:

An annoying body odor can be greatly reduced, if not entirely eliminated, by frequent application of salt water. To prevent a frying pan from splashing grease, sprinkle a little salt in the pan. Fresh milk keeps sweet longer when a pinch of salt is added. A dish of butter may be kept firm without ice, by wrapping it in a cloth wrung out of salt water. A little salt added to parsley makes it chop more easily. Adding salt to eggs makes them beat quickly, and salting the water in which eggs are poached makes the whites set more firmly.

Add salt to water in which eggs are boiled and the shells will not crack and let the whites leak out. Salt mixed with lemon juice cleans brass and other metals that become discolored. To eliminate moths, sift dry salt over the carpet or rugs before cleaning. Salt alone rubbed on silver, brightens it. Rub silver with a damp cloth dipped in salt to remove egg stains. To invigorate gold fish, add a teaspoon of salt to the bowl once a week. To make ants disappear sprinkle salt over the shelves and floors where they congregate.

If you pour salt brine down the drain once a week it will help to prevent the grease from collecting and will eliminate odors. A bit of salt in a vase containing flowers will prolong the life of the blooms and the leaves. A solution of salt, water, and glycerine is a fine windshield cleaner for your automobile. Add salt sprinkled in the crevices of brick or cement walks will effectively kill pest weeds that may normally appear in those places

... And in the distant past wars were fought over salt!

(Continued on Page 4)

## How well do you know San Francisco?



Even most lifelong residents of the Bay Area haven't visited all the famous landmarks that have made San Francisco beloved the world over. If you're a stranger, a Gray Line tour is a must; if you're a native, you'll still find a tour exciting, informative, entertaining. Be sure to visit touring friends: Take a Gray Line tour of San Francisco. Hundreds of thousands do—every year and say, "There's nothing like it!"

Passengers ride in special built, luxurious parlor cars; trained, courteous driver-guides tell you the background story of the places you visit; fares are surprisingly low.



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## WHIT HENRY

(Continued from Page 3)

WHERE the Hotel Coit Ramsey stands in Oakland was the site of my paternal grandfather's home. In fact, the old ancestral house was torn down in the early 20's to make room for the modern hotel now there. Refreshments and beverages are served in the El Morocco Room; a place of charm and beauty. I give you the following from there:

*Enchantment and pleasure  
Lie here at the bar.*

*Moved from the hub bub  
Of traffic and car.*

*Relax in the quiet  
Of soft somber light.*

*Cares are forgotten—  
Changed to delight  
Only enjoyment ever in sight.*

*Rest in the knowledge  
Of no need to roam;  
Oh ever you're welcome,  
Make yourself at home.*

SPRING will soon be here and I start planning on the trips I hope to take in the months to come over the week-ends that are all too short. A pleasant three day trip is south to Bakersfield, thence to Mojave and returning via Bishop and Reno. Don't try this one until the winter snows are finished. Another trip that I like and it is worth repeating is north to Redding, going west then to Eureka, and then down the Redwood Highway to San Francisco. Of course the Mother Lode country always has its allure as do the roads along the seashore. Distance is never my object in traveling—the side roads and back roads that parallel the main highways are usually the most interesting and can be very relaxing to those who enjoy travel and leisure at the same time.

## Port of S. F. Names Agency For Australia-New Zealand

The Port of San Francisco is establishing direct representation in the major port cities of Australia and New Zealand, in a bid to increase the exchange of ocean trade between San Francisco, and these South Pacific areas. Port Director Charles Tait announced recently.

The firm of James Patrick and Company, Ltd., cargo handling and shipping operating agents in Australia and New Zealand, has been appointed to solicit cargo for the port in Sydney, Melbourne and Brisbane, Australia, and in Auckland and Wellington, New Zealand.

### GOOD PROMOTION

"We intend to work in close conjunction with the expanding services of San Francisco's home-port steamship lines in the Far East and South Pacific to promote a greater flow of ocean tonnage and two-way trade," Tait went on to say in announcing arrangements with the Patrick firm.

This latest step was in the port's trade development program follows the establishment of Far Eastern representation late last year, with headquarters in Tokyo, Japan.

The port has maintained an England-European agency in London since 1951.

Tait said the port is studying the prospect of cargo representation in other Far East shipping centers to promote its foreign tonnage, which hit a five-year high in 1956.

## "Library Week" Will Highlight Vast Services

California Library Week will be celebrated throughout the state from March 10-16.

The purpose of this special week is to acquaint the public with the vast services offered by libraries. An active committee of the San Francisco Public Library under the chairmanship of Anne Farrell, head of Library Public Relations, has prepared a diversified program. The one great end result of this work is total coverage on radio and television through the untiring efforts of Stuart Boland, head librarian of Park Branch. City Librarian Laurence J. Clark will be interviewed by Ann Holden on Sunday, March 10 and Frank Clarvoe, secretary to the Library Commission will be interviewed by Jane Todd of CBS.

### MANY PROGRAMS

The slogan of library week for 1957 is "Try Your Library First." This idea will be projected into the public eye through programs and exhibits in the Main Library and in branch libraries throughout the city. Many of the downtown stores feature special window displays using books and pictures borrowed from special collections in the Main Library.

The San Francisco Public Library Staff Association will start off this week of activity with its annual library week kick-off dinner at Forest Lodge.

There are four history museums in San Francisco—California Historical Society, Pioneer Society of California, Maritime Museum and Wells Fargo History Room.

## Barbieri, Prominent Banker, Heads Convention and Visitors Bureau

REYNOLDS J. BARBIERI, newly-elected head of the San Francisco Convention and Visitors Bureau, has held virtually every position in the Bank of America during a 40-year tenure. He succeeds W. Lansing Rothchild, president of the Yellow Cab Company, who has successfully served as the Bureau's president for ten years.

Rothschild will continue to serve as senior vice-president, while Harry A. Lee, division manager of PG&E will serve as first vice-president.

### SWANSON REMAINS

Walter Gaines Swanson will remain as vice president and general manager and Harold F. Strong as secretary.



REYNOLDS J. BARBIERI  
President  
Convention & Visitors Bureau

President Barbieri was born in San Francisco, June 27, 1897, and is the youngest son of nine children. He was married July 4, 1927, in San Francisco to Evelyn P. Sevard of Portland, Oregon. His parents were Rose and Stephen Barbieri. His father was a retired commission merchant and a pioneer of California, having been in

the state more than 80 years. His mother was Rose Cunco, who came from a family widely known and closely associated with the Gold Rush days in the Mother Lode Amador County section. His parents celebrated their 65th wedding anniversary in 1940 and both died in that year.

### HIS EDUCATION

Barbieri attended St. Bridget Parochial School, McKinley Public School, and St. Ignatius High School. He was graduated from the University of San Francisco, AB-1915; is a member of its Alumni Association and Delta Club.

He served in the United States Army for two years in World War I as Master Sergeant in the 62nd Regiment, heavy artillery.

### COLORFUL CAREER

Barbieri started as a messenger with the Bank of America N. Y. & S. A. in October, 1915. Serving in practically every department of the bank during the 40 years and at present is vice president in charge of the corporation and bank relations department, vice chairman of the business development committee, and a member of the bank's management forum.

Barbieri is a national director and San Francisco chairman of the USO, and is a member of 25 other organizations, holding important offices in eight.

## City Purchaser Kline To Address M.E.E.A. At Dinner-Meeting

City Purchaser Ben Kline will discuss the operation of his office at the March 13 dinner-meeting of the Municipal Executive Employees Association, according to J. Edwin Mattox, program chairman.

John Brucato, M.E.E.A. president, will introduce the speaker. The meeting will be held at 555 Post Street.

New officers for the coming year will be elected during the business portion of the meeting. They will be installed at the next regular meeting on April 10.

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# General Manager G. L. "Lewie" Fox

## Human Dynamo of San Francisco Chamber of Commerce

By CHARLES A. SIEGFERTH, Editor

PUBLIC LIBRARY

MAR 20 1957

(PERIODICAL DEPT.)

**S**AN FRANCISCO'S vital center of commerce and industry; her tourist attractions and climate are known the world over.

The man who is one of the city's big factors in "selling" our great city to the world is dynamic, personable G. L. "Lewie" Fox, general manager of the San Francisco Chamber of Commerce.

One of his earliest recollections is that of clawing his way up the hill where today the fortress-like U.S. Mint stands, to watch buildings crumble and black billows of smoke pour up from the city that one day would be virtually his whole life. His boyish heart pained at the scene before him in that year of 1906.

Most of the day he watched the destruction, and perhaps there was born in him during those hours a determination to some day help lead his city to progress beyond the wildest dreams of his contemporaries.

### SAW ALL

Fox was weaned on San Francisco; her turn-of-the-century glories, her tragedies; reared in the drama of her post-earthquake reconstruction; nourished on a sixth sense of the City That Would Be.

Today, his hopes for the New San Francisco are fulfilled. He sees her as one of the world's great cities, a Mecca for thousands of tourists and businessmen who come from all over the globe to see her wonders and share her successes.

He is at the head of an organization whose prime goals are to ever increase the city's stature in business and economic fields and speed her progress in civic attainments.

### MAN OF ACTION

Fox is 58. General Manager of one of the largest chambers of commerce in the United States, he's a top-notch administrator, manager, economic diagnostician, industrial specialist, civic leader—and, to his 35 staff executives, assistants and secretaries, "the boss" who is always available, always tolerant, always ready with an answer to a personal or business problem.

He heads up fourteen busy departments that deal in virtually



G. L. "Lewie" Fox  
General Manager  
S. F. Chamber of Commerce

every phase of San Francisco's business and civic life. He has a "catalogue mind" from which an invisible drawer snaps open at the slightest stimulation—always the right drawer, and always stocked with the right information. And in each drawer there are a dozen files.

From his own catalogued mental resources, through his every thought and action, to the standards he sets for his subordinates, organization is the keynote.

### LOVES PEOPLE

Fox loves people, has a great sense of humor, is genuinely concerned about your personal problem, and can be as simple as he can be profound. Above his often colorful peckies and behind his gold-framed glasses is a penetrating but warmly sympathetic gleam.

He may occasionally think of that day in April, 1906, when he had left his home on Fillmore

Street to stand on top of the Spring Valley Reservoir. . . .

The city burned and he thought of her future.

Years later, from the hot northern end of the San Joaquin Valley, he realized that future had come. A young reporter on the Stockton Independent, he became aware again of the bright lights on the west side of the bay, of the tall buildings, of the romance and color and the commercial future of his San Francisco.

But she was not yet his. The reunion would have to be delayed.

He had jobs to do on the east side of the great bay and he knew The City would wait for him.

### ACE SCRIBE

Fox became the youngest managing editor the Stockton Independent ever had. He was an ace newspaperman on a top-notch daily; as important to him as Stockton's economic expansion were the dock troubles and the Chinese tong wars. He was as close to the underworld as a newspaperman ever gets. He still remembers the awe with which his staff regarded completely factual a story he wrote on the murder of a tong leader and had set in type—hours before the actual murder occurred.

As a crack newspaperman he liked to know what was going on, so in the year 1922, he left the Independent and took a four-month tour of the country and the world. His objective, however, was serious and specific: he wanted to examine the great industrial centers.

### FEELS THE URGE

The future industrial development expert was feeling the urge. It had begun, several years before, when he majored in industrial engineering and management at the University of California in Berkeley. It had been submerged in his subsequent passion for newspapering. It suddenly came to life again as the might of industry in the scheme of things crashed upon his consciousness of life.

Back from Europe, his first big

job was helping H.G. Butler, San Francisco consulting engineer, make an exhaustive industrial survey and report of the Stockton area for the Stockton Chamber of Commerce in 1924. The report showed the area's industrial present—and potential. The potential interested the Chamber of Commerce so much—as did Fox's thoroughness and enthusiasm—that it hired him to undertake an industrial development program as the Chamber's Industrial Engineer.

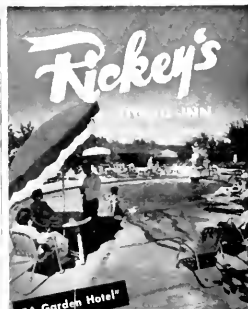
### PLAYED SIGNAL ROLE

In the years that followed, Fox played a signal role in the industrial development of the northern San Joaquin Valley and in the economic growth of the immediate Stockton area. Among other accomplishments, he and Butler undertook special studies and made a presentation in Washington, D.C., which resulted in the Port of Stockton being created in 1933.

During this period he also served as economist for the U.S. War Department on initial studies which eventually led to establishment of the Central Valley Project.

Fox's dream to return to San Francisco, the city of his childhood, was realized in 1937 when he

(Continued on next page)



4 FAMOUS RESTAURANTS  
Paio Alto, San Francisco and Stonestown, California

## G. L. "Lewie" Fox

(Continued from Page 5)

left the Stockton Chamber—and embarrassing banner headlines in the local newspaper with which he once competed—to become industrial and traffic director for the Parr-Richmond Terminal Corporation with offices in San Francisco. At the same time he served as research director for the Contra Costa County Development Association, writing many technical reports on water and industrial projects.

### STUDY OF PORTS

During this time he was also engaged by the chief of engineers, U.S. War Department, to make a study of all Pacific Coast ports, evaluating their uses in connection with the war effort. He turned in a resoundingly successful effort which made a major contribution to prosecution of the war.

Until 1943, when he joined the San Francisco Chamber of Commerce as industrial department manager, he played a leading role in attracting wartime industries to the Bay Area.

Selection of Fox in June of 1943 to head up the important San Francisco Chamber activity was careful and premeditated. Louis B. Lundborg, then general manager of the Chamber—now a vice president of the Bank of America—chose Fox from a large field of candidates because, as he said publicly in masterful understatement, "his background qualifies him ideally to work on problems of this community's industrial development."

### NEW INDUSTRIES

In the five years that Fox ran the Chamber's industrial development program, he evolved one of the most effective programs for attracting new industries and encouraging expansion of existing manufacturing that the San Francisco Chamber had ever seen.

In June of 1948 when Lundborg resigned, Fox was the logical man to replace him as general manager and Fourth Vice President of the Chamber—the position he holds today, commanding the respect of countless San Franciscans as well as chamber of commerce professionals all over the country.

### SUPERVISES MANY

He supervises the operation of the Chamber's fourteen departments. He determines all policies of the board of directors. He is the committee and the decisions into positive action—through his own office or through one of his many departmental secretaries.

He is responsible for the overall conduct and day-to-day accomplishments of the Chamber as well as its large budgetary administration.

### FAST TEAM

A small insight into the scope of his responsibility may be gained from these facts:

The fourteen departments beneath him staff a total of approximately 40 committees, constantly busy in all fields of importance to San Francisco's business and civic progress. Some 800 committees work on these endeavors. On top of the daily routine involving literally hundreds of multitelephone and personal requests for service and information, Fox has the job of seeing that the working committees' recommendations, once approved by the board of directors are effectuated promptly and efficiently.

Active in outside business and civic circles, Fox is a member of the Rotary Club of San Francisco, Commonwealth Club of California, San Francisco Commercial Club, San Francisco Advertising Club, American Chamber of Commerce Executives, and California Association of Chamber of Commerce Managers.

### REGARD HIS WORTH

Other chamber executives' regard for his abilities was expressed in 1955 when he was elected president of the Western States Council, an organization of chambers of commerce, aimed at coordinating common objectives in a number of fields important to the entire west.

Fox is married to the former Mildred Brescia. They have a son, G.L. Jr., 21 years of age, who is a junior at Stanford University, majoring in chemical engineering.

## Low Named Chairman Of Red Cross Drive For New Members

E. Herrick Low, vice chairman of the board, First Western Bank, has been named chairman of San Francisco's 1957 Red Cross membership campaign, according to Sydney G. Walton, chapter chairman.

Low was vice chairman of the Greater New York Red Cross campaign for three years and chairman of special gifts committee for one year of the American National Red Cross.

Born in Lawrence, Long Island, New York, Low started his banking career in New York as a messenger and clerk. In 1929 he became vice-president of the Corn Exchange Bank in New York and was first vice president when he resigned in 1954 to accept his present position with the First Western Bank here.

The annual Red Cross March membership drive is to allow renewal of memberships by those who did not do so through United Crusade.

## Fanning to Play Important Role In Safety Council Promotions

PAUL J. FANNING, prominent city official, has been elected president of the board of directors of the San Francisco Chapter, National Safety Council.

Fanning, who is director of Personnel and Safety for the Public Utilities Commission, succeeds Joseph J. Diviny, president of the Highway Drivers' Council of California.

### SERIOUS PROBLEMS

"I regard as very serious the safety problems the Council must meet in the San Francisco Area this year," Fanning declared. "As we consider the increase in automobile registrations and licensed drivers, plus the growth of industry and schools, the job ahead in safety looks extremely challenging."



**SAFETY COUNCIL CHIEF.**—Paul J. Fanning, director of personnel and safety for the Public Utilities Commission, recently elected president of the board of directors of San Francisco Chapter National Safety Council for 1957.

"Intensified safety council programs in the traffic, industrial, school and home fields are needed. I strongly urge every citizen to give all due support to the Council, both in the current fund-raising campaign, and in terms of active participation in safety work."

### WISE WARNING

"Remember," Fanning concluded, "that accidents are the num-

ber one cause of death for the age group 1-35. It takes a lot of work and money just to stay even against a killer of this magnitude."

Elected vice-president of the Chapter board was Harry A. Lee, division manager of Pacific Gas and Electric Company and Arnold E. Archibald, board chairman of the San Francisco Federal Savings and Loan Association was voted Treasurer.

### NEW MEMBERS

New members elected to the San Francisco Chapter Board of Directors were: R. M. Douglas, regional manager of Standard Oil Company of California; Henry J. Picard, president of Burgermeister Brewing Corporation; Albert E. Schlesinger, president of S & Motors; George Bates, M.D.; Carl Livingston, president of Livingston Brothers Apparel; and Carl G. Brown, Jr., vice-president of sales of the California Casualty Indemnity Exchange.

### ON BOARD

Others on the Board are: Jack Block of Stewart, Eubanks, Meyerson & Company; Joseph J. Diviny, president of Highway Drivers' Council of California; Miss Elise Eilers; Iver C. Larson, executive vice president of the San Francisco Chapter, National Safety Council; Sherman W. Macdonald, chairman of board of Industrial Accident Commission; Gerrit A. Rhodes, secretary of Automobile Drivers & Demonstrators; Warnock Walsh of E. F. Hutto Company and Frederic B. Whittman, president of Western Pacific Railroad.

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# Fifth Mayor Cornelius K. Garrison

## Unusual Portrait of Man Who Left Home at 13; Became Princely Rich

By CHARLES A. SIEGFERTH, Editor

EDITOR'S NOTE: This is the fourth article of a series dealing with San Francisco's early Mayors. The sixth, S. P. Webb, will appear in the April issue of THE CITY-COUNTY RECORD.

(Photos loaned by Reference Department of the San Francisco Library.)

THE FIFTH MAYOR of San Francisco, Cornelius Kingsland Garrison, left his home at the age of 13, got a job as a cabin boy in a sloop carrying trade on the Hudson River. He served as Mayor from October 1, 1853 to October 1, 1854.

He became a ship owner, banker, and at the age of 45, the gods smiled upon him and he became the possessor of a princely fortune.

Garrison also knew what it was to be "broke." But he had the great virtue of self-reliance, and in most cases this supported him chiefly through his struggles and toils.

His was a remarkable career. It was said of him that he knew the real value of wealth because he himself had earned it.

**BORN ON FARM**  
Garrison was born March 1, 1809, upon the bank of the Hudson, near West Point, on a farm settled by his grandfathers more than one hundred and twenty-five years before. The same property remained in possession of the family for upwards of one hundred and fifty years. The ancestors of Garrison were Hollanders; on the father's side, the Garrisons and Coverts; on the mother's side, the Kingslands and the Schuylers. Both branches of the family having been among the first settlers of New Amsterdam, they had just claim to the title of "Knickerbocker."

Garrison was the second of a family of seven, five sons and two daughters. These were the offspring of Oliver Garrison and Catherine Kingsland his wife.

### REPUTABLE FAMILY

The Garrison family had acquired a respectability from their long residence in the same neighborhood, and for nearly a century had exercised an influence that could only be gained by time over the prevailing class—the Dutch.

At the age of thirteen, Garrison left home—the first of the name that had ever quit his father's roof before arriving at the age of manhood. His first job was that of cabin-boy in a sloop, the only craft employed at that time in carrying trade on the Hudson River. It was not, however, without great difficulty, that young Garrison obtained from his parents their reluctant consent that he might leave their home, and accept the situation he sought. This was more particularly the case with Mrs. Garrison, who prided herself greatly upon her family origin.

### MOTHER CONCERNED

"What, would the Van Buskerks, the Kingslands, the Schuylers, the host of other respectable relatives, the thousand and one cousins say



CORNELIUS K. GARRISON  
Fifth Mayor of San Francisco

if it reached their ears, that my son was a cabin-boy."

Neither tears, remonstrances, nor consideration for the feelings, or failings, of his friends and relatives, his thousand and one cousins, etc., prevailed towards a change of mind. The boy had determined on his course. He would be independent, and earn his own bread; for he plainly saw that his father, in consequence of his misfortunes, was unable to provide for him.

### SUPPORTED HIMSELF

From that day forward, he supported himself without any parental aid, excepting perhaps, the

prayers of his beloved mother for his success.

He followed his employment on the river during the business season, and through the winter months, when navigation was suspended, went to a country school. After leading this sort of life for about three years, he consented, at the earnest solicitation of his mother, to go to New York, to learn architecture and the building trade.

After remaining there about three years he resolved to migrate westward. For some five or six years afterwards, Garrison was engaged, principally in Upper Canada, in the erection of buildings, and the constructing of steamboats on the Great Lakes. During that time he built, in connection with a friend from New York, four steamers on Lakes Ontario, Huron and Simcoe. In the interval, he married in Buffalo, N. Y.

### SURRENDERS TRUST

While in Canada, a young man and a foreigner, the important trust of the general supervision of the Upper Canada Company's affairs, that company being one of the wealthiest in England, and owning a large portion of the province, was confided to enterprising Garrison. This trust was afterwards voluntarily surrendered by him on account of the probability of a war ensuing between England and America, arising

(Continued on Page 8)

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## Mayor Garrison

(Continued from Page 7)

from the border difficulties existing at the time between the two nations. Garrison's patriotism forbade his holding office in a company so closely allied with the British government, should a war ensue.

### GOES WEST

From Canada, Garrison went to the southwest, where, for many years, he was engaged in building and commanding steamboats, and in other enterprises. In February, 1849, he met with the serious misfortune of losing his steamer, together with some 1,200 tons of cotton and produce, by fire, on the Mississippi River, near Natchez. A short time previous to this the precious metal having been discovered in California, Garrison determined to remove to Panama.

Here he established a commercial and banking house, as the important intermediate point between California and the Atlantic states. This enterprise was successful beyond all that he had dared to hope.

Garrison left Panama for New York in the latter part of 1852, with the view of establishing a branch of his house in the latter city. On arriving there, however, his intentions were changed by an offer of the Nicaragua Steamship Company to take the Pacific agency of their line of vessels, at a salary of \$60,000 a year for two years. In addition to this appointment, he received, at the same time, the agency of two insurance companies in San Francisco, at a salary of \$25,000 per annum. These sums made his future income at \$85,000 a year.

He arrived in San Francisco in the latter part of March, 1853, and the following September was elected Mayor of our city.

### SUFFERED LOSSES

Garrison was actively engaged in various pursuits, and met with many losses. Among these were two of the largest class of steamers, of which he was the sole owner, and upon one of which there was not a dollar of insurance.

These misfortunes left him for a time penniless, with a wife and family depending on him for support. But he never faltered. Energy and perseverance, hope and will were his, and by them he fought and conquered.

His career is a splendid illustration of the American character, with a mind commercially com-

prehensive, quick to perceive and to act, adventurous and speculative, he took advantage of circumstances and bent them to his will.

### PRINCIPALLY RICH

At the age of forty-five, he was the possessor of a princely fortune with a salary three or four times greater than that of the President of the United States. In addition he had a revenue from other sources.

As Mayor of San Francisco he performed the duties with credit to himself and to the city.

## 'TWINNING' OF BIG PG&E MAIN TO BE FINISHED SOON

Pacific Gas and Electric Company plans to make its Super Inch natural gas transmission main a double-barreled operation by the end of this year, it said recently when an application for that purpose was filed with the California Public Utilities Commission.

Since the original 592-mile length of 34-inch pipe was placed in operation late in 1950, PG&E has been adding paralleling sections between the line's southern end, on the Colorado Riverside of San Bernardino County, and its northern terminus near Milpitas, Santa Clara County.

### BIG INVESTMENT

Only 138 miles of single sections remain. The CPUC already has authorized parallel pipelines for 64½ miles of this length and today PG&E requested authorization for the remaining 73½ miles which, with compressor installations, represent an investment estimated at \$9.3 million.

"The delivery of the steel pipe is scheduled for this summer," commented Norman R. Sutherland, PG&E president and general manager. "We expect to arrange the construction for completion of the 'looping' by the end of this year."

Late in 1950, the Super Inch's transmission capacity was 140 million cubic feet daily. It is now upwards of 800 million c.f. daily.

The double-barreled project will raise capacity to 950 million c.f., and the installation of more compressor capacity early in 1950 will increase deliveries to one billion, 25 million cubic feet a day. The Super Inch presently handles about two-thirds of PG&E's requirements, with remaining supplies coming from fields in California.

## Conventions-Trade Shows Soar, Reports W. Lansing Rothschild In Annual Report to C. V. B.

CONVENTION AND TRADE show business in San Francisco continues to grow, with limitations of facilities and bureau resources the only barriers to further expansion, according to W. Lansing Rothschild, retiring president of the San Francisco Convention and Visitors Bureau.

Rothschild presented his annual report for 1954 at the bureau directors' annual meeting. It showed 278 listed conventions and other gatherings as against 265 in 1953, 208 in 1954, and 165 in 1953. It also showed nearly 211,000 registered from outside San Francisco, as against 194,000 the previous year.



W. L. ROTHSCHILD  
President  
Yellow Cab Company

Following are excerpts from Rothschild's report, quoting from sections on all major subjects dealt with by the report:

### GIVES FIGURE

"It is a pleasure to report to this board and to the people of San Francisco that conventions, trade shows and events totaled 278 in 1954, against 265 in 1953, with a total out-of-town attendance of 210,986 in 1954, against 194,291 in 1953.

"The spending, calculated on a basis of the 1948 International Association of Convention Bureaus, raised by the Consumer Index price increases from that time of 15.7%, was \$25,500,768.42 in 1954 against the slightly higher total of \$25,820,061.89 in 1953. The dif-

ference in the paradox of 7½% more visitors and approximately equal spending is not due to an lower prices, but to the fact that there are variables of length of stay and of delegate spending.

### PERSONAL EXPENDITURES

"It should be pointed out that these figures, like those issued by other convention bureaus, consist only of the personal expenditure of the visitors while in San Francisco.

"These figures do not include corporate expenses of exhibitors in San Francisco, construction or purchase of supplies for the setting up and decorating of conventions, nor the employment of personnel, or for that matter, any expenditure of the treasury of the association.

"In connection with the Republican National Convention, for example, these figures do not include the \$2,000,000 expenditure for the communication services of this great political convention. It does not include the wire tolls of the press, nor the hundreds of thousands of dollars expended by the Republican National Committee."

Renolds J. Barbieri, vice-president of the Bank of America, succeeded Rothschild as head of the San Francisco Convention and Visitors Bureau.

Rothschild is president of the Yellow Cab Company.

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## Letters to Editor

### THE SAN FRANCISCO SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS

City-County Record  
1384 Sixteenth Street  
San Francisco 14, California  
Editor:

We were very pleased with the way you handled the story and pictures about the SPCA in a recent issue of City-County Record. Telling the story of our 88-year-old Society to the type of readership your magazine enjoys is indeed beneficial to us.

At this time, too, I hasten to wish you all success in assuming your role as editor of the long-established and well-received City-County Record.

Sincerely,

CHARLES W. FRIEDRICHS,  
Executive Secretary

\* \* \*

### SAINT FRANCIS MEMORIAL HOSPITAL

900 Hyde Street  
San Francisco 9, California

Dear Editor:

Again our press-clipping bulletin board is sporting an impressive clipping from the CITY-COUNTY RECORD. Thank you very much for your story on our Psychiatric Unit.

Saint Francis Memorial Hospital is now entering its 52nd year and has been a non-profit, non-sectarian hospital since 1938. Its concerted charitable programs were launched in 1948. All of these facts are pertinent to our standing as a community service institution and we are pleased that your widely read and well written publication gives us the opportunity, from time to time, to tell our story.

Thank you again for your co-operation.

Sincerely,

ORVILLE N. BOOTH,  
Administrator

## New Members Receive Gifts At Regular Dinner-Meeting Of Women's Traffic Club

Gift corsages and copies of the by-laws were presented to several new members of the Women's Traffic Club of San Francisco at the regular business meeting held last month at Torino's Restaurant here. Those honored were Julie Kivlin, States Line Pacific Transport Line, Catherine Heintz, Southern Pacific, Mary Rodavano, Atlantic Coast Line and Connie Cutietta, the Simmons Company.

### REPORTS READ

President Anita Pruett, Pacific Southcoast Freight Bureau, called

on Secretary Virginia Colombo, Lyon Van and Storage Company, for minutes of all membership and board meetings from November 15 to the present. This was followed by the treasurer's report and reports of twelve committee chairmen including the "Golden Gate in 58." Chairman Phyllis Nelson, Bethlehem Pacific Coast Steel Corporation, and chairman for the West Coast Conference, Barbara Thomas, Wm. J. Rountree Company, who reported 15 reservations from the Women's Traffic Club of San Francisco for the West Coast Conference of Women's Traffic and Transportation Clubs at the Hotel Statler, Los Angeles, February 22, 23, and 24. Entertainment Chairman Bernice Connell, Wigle & Larimore, announced that the annual installation luncheon would be held March 23 in the Venetian Room at the Fairmont Hotel.

Announcement was made of National Transportation week May 12 to 18, 1957 and the National Convention of the Associated Traffic Clubs of America to be held in Dallas, Texas, September 30 and October 1, 1957.

### AMEND BY-LAWS

Notice having been given at the November business meeting for an anticipated change in the by-laws of the Women's Traffic Club, it was voted that the by-laws be amended to include a standing ATC committee with a chairman to be appointed by the president and to hold a sustaining membership in the ATC.

Report of the Nominating Committee Chairmen Frances Rutherford, General American Transportation Corporation, Louella Zanetti, Transpacific Transportation Company and Barbara Thomas offered the following slate of officers for the year beginning in March, 1957: President, Virginia Colombo; vice-president, Blanche Cox, Overseas Shipping Company; secretary, Frances B. Wilde, Enterprise Engine & Machinery Company; treasurer, Gertrude Pohndorf, Western Pacific Railroad Company; director second year of a two-year term, Patricia Kirby, Gosjean Rice Milling Company; director first year of a two-year term, Frances Croy, Milwaukee Road; director one-year term, Genevieve Burns, Leslie Salt Company; Chairman of the Board Anita Pruett. No nominations were made and an unanimous ballot was cast for the nominees selected by the committee.

### VALENTINE CAKE

Secretary Virginia Colombo presented as a Valentine to President Pruett a decorated cake which was served following the dinner.

Bronze plaques now mark the site of offices and relay stations along the Pony Express route from St. Joseph Mo., to San Francisco

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## "Jim" Warnock Likes His New Duties As Chief Publicist of S. F. Chamber

JAMES D. WARNOCK, tall, courteous and one of the most capable publicists in the state, has moved into the post as manager of the publicity department of the San Francisco Chamber of Commerce. Warnock succeeded "Walt" J. Brown who resigned to enter the public relations field here.

According to General Manager G. L. Fox, Warnock, who was assistant to Publicist Brown for more than a year, "is well qualified for the post, and we feel that he will perform a stellar job."

"Jim" is well liked by the boys of the press, radio and TV. He is well known in the Bay Area in business, professional and industrial circles.



JAMES D. WARNOCK  
Publicity Manager  
S. F. Chamber of Commerce

A quiet, unassuming fellow, "Jim" has been a publicist, writer and instructor in the Bay Area for the past ten years.

His new duties comprise publicizing activities of 12 Chamber departments, 24 committees and 22 sections and subcommittees. He will also lend his capabilities to promoting national and international interests in San Francisco.

### GRADUATE OF U.C.

"Jim" is a graduate of the University of California. He instructed at Stanford University where he did graduate study, and at San Jose College.

He was at one time connected with the American Cancer Society, Security-First National Bank of Los Angeles and received his early newspaper training on Arizona newspapers.

"Jim" is a member of the Press and Union League Club and the San Francisco Golfing Club.

He lives in Palo Alto with his wife, Jeanne, and two sons, David, 5, and Douglas, 3.

"Jim" seemed delighted with the promotion. He stated that he will "put every ounce in his new duties. 'It's a big job and I hope to make good'."

## Funke Announces Courses In Advanced Swimming Starting This Month

A course in advanced swimming will be started at both Hamilton and North Beach Pools, it was announced by Max G. Funke, general manager of the Recreation and Park Department.

The course starts at Hamilton, Geary and Steiner Streets, on March 11, and will continue thereafter on Mondays and Wednesdays from 8 to 9:30 p.m. At North Beach, Lombard and Mason Streets, the course starts Tuesday, March 12, and will continue thereafter on Tuesdays and Thursdays from 8 to 9:30 p.m. The courses will terminate May 1 and 2, at the respective pools.



MAX G. FUNKE  
General Manager  
S. F. Recreation & Park Dept.

### REQUIREMENTS

Following are the prerequisites for the course: (1) Minimum age, 18 years; (2) Holder of Intermediate Certificates; or (3) Able to swim breast, side, and crawl strokes, make satisfactory entry from side of pool, surface dive.

Competent San Francisco Recreation and Park Department swimming instructors will teach, and Red Cross Swimmers' certificates will be issued to those completing the course.

## County Clerk Mongan, 10th M.E.E.A. President, Rose to Top in 12 Years

By VIRGIL L. ELLIOTT  
Director, Bureau of Public Service  
S. F. Public Utilities Commission

(EDITOR'S NOTE—This is the fourth in a series of articles dealing with the Municipal Executive Employees' Association, the only organization of its kind in the country, and its top officers since its founding fourteen years ago.)

IT REQUIRES A PERSON with the patience of a job and with the organizing ability of a field general to fill the position of San Francisco County Clerk.

Such is Martin Mongan, who has held this important post for the past decade, and who served as the tenth president of the Municipal Executive Employees' Association.

### ABILITY PAYS OFF

Martin, now 48, demonstrated his ability by rising from a general clerk to the position he now holds in a period of but a dozen years. His colleagues in city government likewise recognized his many talents by elevating him to the top M.E.E.A. post in 1953.

His responsibilities as County Clerk call for serving as the clerk of the Superior Court and as sole custodian of the seal, files and records of not only this court but also the grand and trial jury boxes.

### KEEPER OF RECORDS

He is responsible for keeping an accurate synopsis of the proceedings in court and enter these in engrossed minute books, and also enter at length all judgments and decrees of court in books kept for this purpose.

He issues marriage licenses and records medical, chiropractic and optometry licenses. His office receives all new filings in civil actions and handles adoption records, partnerships, corporations, fictitious names and notary public records. He also keeps the records of deeds, aliens' applications for citizenship and the criminal, juvenile and psychiatric courts.

He has other duties, but that's enough to give an idea of the scope of his responsibilities.

### SPECIAL MESSAGE

A native San Franciscan, Mongan received his formal education at Sacred Heart High School, the University of California and the University of San Francisco. He and his wife, Audrey, live at 2237 Seventeenth Avenue, and they have three children.

Asked what message he would like to get across to San Franciscans that would help them in using facilities of his office, Martin stated:

"When copies are needed of documents such as wills, decrees of distribution, divorce decrees and court judgments, either come or write to the County Clerk's office and photostatic copies will be provided at a minimum cost.

"Contrary to what many believe,



MARTIN MONGAN  
S. F. County Clerk  
10th President M.E.E.A.

there is no longer any waiting period after obtaining of a marriage license. A couple may marry immediately, or postpone it 5 years or more and the license still would be good."

Mongan noted that a San Francisco issued marriage license may be used for a marriage ceremony in any California county. He stressed that both applicants must present medical certificates.

He said about eight per cent of those who take out marriage licenses in San Francisco never use them.

### PRINCIPAL BENEFIT

Asked what he felt was the principal benefit of the Municipal Executive Employees Association, he said:

"It enables career city executives to get better acquainted and thus facilitates the handling of problems. For example, through an M.E.E.A. acquaintance, I learned how to reduce by two thirds the cost of some of the printed forms used by my office.

The M.E.E.A. is comprised of about 150 top-level, non-elective personnel. Its purpose include the fostering and promotion of higher standards of ethics and efficiency among executives of the combined city and county government.

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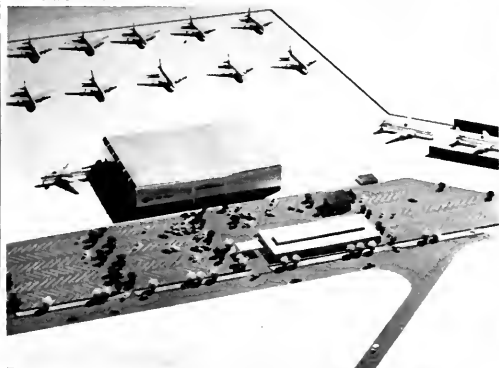
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## United Air Lines Starts Work Soon On Multi-Million Dollar Expansion

UNITED AIR LINES will begin construction this month on a multi-million dollar expansion program near the San Francisco International Airport, according to Joseph Martin, Jr., president of the San Francisco Public Utilities Commission, and W. A. Patterson, president of the air line.



**AIRLINE EXPANSION:** Multi-million dollar building program of United Air Lines on 40-acre plot near San Francisco International Airport will include hangar, employee cafeteria, flight kitchen and other facilities shown in scale model. Cantilever hangar will accommodate four jetliners of the DC-8 type and two DC-7s at the same time. Building program will be completed in mid-1958.

The program has been approved by the PUC and the San Francisco Art Commission. United will construct a large hangar for present and future aircraft, a new flight kitchen for preparation of in-flight meals, an additional employee cafeteria, a boiler plant, a wash rack for cleaning airplanes, and a 900-car parking lot for employees.

**UNDERGROUND FUELING**  
 A line maintenance service area, with underground fueling lines which can service five planes simultaneously, also is included in the plan.

Patterson said the project is expected to be completed by mid-year of 1958, and is in addition to the 93 acres presently occupied by United at the Airport.

"The United Air Lines' expansion program means added revenue for the city, more jobs and in general another boost to our Bay Area business economy," Martin said.

He pointed out also that United's expansion program is indicative of the promising future of the air transportation industry.

United's new facilities will be located on a 40-acre plot, due west

of the airport Terminal building. The air line currently is negotiating with the city to lease an additional 8.6 acres in the same area which is needed for the building program.

**BIG SITE**  
 More than two and a quarter million square feet will be paved at the new site which will be landscaped with low trees and shrubs.

The new air line hangar will be a cantilever structure covering approximately 125,000 square feet, and capable of housing six airplanes at one time. For size comparison, city and United officials said the hangar will be as large as the main structure of the airport Terminal building. Hangar measurements are 310 ft.x365 ft.x50 ft.

**RADIANT HEAT**  
 Special walls of anodized aluminum will give the building a light gray exterior finish, and radiant heated floors will be installed for the comfort of 1,200 United employees in the hangar. United employs a total of 5,700 persons at the Airport.

Architects for the United Air Lines' project are Skidmore, Owings, and Merrill of San Francisco.

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## Belford Brown, Prominent Banker, Civic Leader, to Manage S. F. Airport April 1

**B**ELFORD BROWN, prominent business and civic leader, has been named manager of San Francisco International Airport, effective April 1.

He will succeed Frederic B. Butler, who is resigning after directing the affairs of the ultra-modern airport facility for the past three years.

Brown is a native of San Francisco. He has been affiliated with the San Francisco Bank and its successor, the First Western Bank and Trust Company, for 23 years.

A graduate of Rutgers University, Brown was president of the class of the Graduate School of Banking in 1948, and has served on the executive committee of Group VI of the California Bankers Association. During his banking career he has had major responsibilities in the field of operations, controlling, real estate management, personnel and business development.

He served as the fifteenth President of the San Francisco Junior Chamber of Commerce in 1945, and two terms as director of the San Francisco Chamber of Commerce. He was Chairman of the Civic Development Committee, Aviation Committee, Second Bay Crossing Committee and Highway and Traffic Committee of the Chamber over the past twelve years. He was also active in Municipal Conference affairs.

### NOTABLE SERVICE

He has served as president and director of the American Cancer Society and was also president of the San Francisco Center for the Blind. At present Brown is a Vice President of the San Francisco Bay Area Council and a trustee of the Tanforan Charities Foundation.

His present directorships include International Science Foundation, member of National Board of Field Advisors, Small Business Administration and Director of Parr Industrial Corporation.

Last January Brown was elected to the presidency of the San Francisco Federated Fund after many years of service as head of the professional and large corporate gifts division of the Crusade.



**BELFORD BROWN**  
Manager, S. F. Airport

### AT UNITED NATIONS

Brown in 1946 was sent by Mayor Roger Lapham and the San Francisco Chamber of Commerce to the United Nations at Lake Success, New York where he spent five months in an effort to get that organization to select this city, its birthplace, as its permanent headquarters.

Mayor Lapham also appointed him to the San Francisco Centennial Commission in 1949. In July of 1951 Brown was appointed by Mayor Robinson to the Retirement Board of the City and County of San Francisco Employees Retirement System. He was reappointed in 1954 to an additional five year term.

### VERY ACTIVE

His other affiliations include Controller's Institute of America, Committee on Foreign Relations, Navy League of the United States, and World Affairs Council of Northern California.

Brown, a member of the San Francisco Commercial Club and the Olympic Club, is 46 years old and resides with his wife and two children at 157 Lunado Way, San Francisco.

... V. E.

## CALIFORNIA'S ECONOMIC GROWTH IN 1955 HIGHER THAN THE NATIONAL AVERAGE

**F**INAL FIGURES now coming in confirm that California economic growth in 1955 was greater than the national average, according to a report on economic conditions submitted to the California State Chamber of Commerce Board of Directors by Mark A. Sullivan, vice-president of the Chamber and president of the Pacific Telephone and Telegraph Company.

Record breaking capital investments in new industrial plants, double the previous year's, and steadily increasing employment and production in the manufacturing industries accounted for much of this growth, the report said.

### POPULATION GROWTH

The report showed that California civilian population grew four and one-half per cent to the mid-year while civilian employment was 6.9 per cent higher than 1954, and bank deposits also showed a 10 per cent increase.

New high levels were reported in agricultural income, although year-end figures showed slight slowing down due to rainfall defi-

ciencies only partly offset by rent storms.

### NATURAL GAS RISE

Mineral extraction industries showed a moderate rise, but crude petroleum production fell slightly due to international supply difficulties related to the Suez crisis and increased domestic demand. Natural gas production rose sharply 11 per cent over 1954.

Increases were shown in manufacturing activity, construction and retail sales, while overall expansion was indicated in the sharp rise in loans at California banks more than 17 per cent higher than 1954.

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## Wharf Expansion and New Building at San Francisco's Islais Creek Copra Terminal

Expanded wharf facilities and a new terminal office building are now in use at the Port of San Francisco's Islais Creek Copra Terminal, which is handling an accelerating traffic in one of San Francisco's foremost import products.

The port is doubling the area of its copra wharf at Pier 84 in the Islais Creek area, under a \$250,000 expansion program announced jointly last October with Cargill, Inc., operators of the copra processing facility.

## CARGILL OFFICE

Cargill at the same time has occupied a newly constructed office building at the copra terminal which has been designated as California regional headquarters for the firm, the world's biggest grain handlers and vegetable oil processors.

Copra has been among San Francisco's "top ten" imports in valuation for the past several years. Tonnages have been increasing steadily, along with the increasing capacity of several San Francisco steamship lines bringing in the Pacific islands product.

Port officials said the increased capacity of the copra wharf will accommodate more suction unloading equipment used to unload vessels at the Islais Creek terminal, and provides greater working areas needed to handle Mariner class vessels now calling frequently at the copra facility.

## FIXA REPORTS BIG INCREASE IN SALE OF STAMPS HERE

Postmaster John F. Fixa announced that during the last accounting period—January 12 to February 8, 1957—the San Francisco Post Office sold \$2,462,392.54 worth of stamps.

This was an increase of \$195,424.72, or an increase of 8.6 per cent from the comparable four week period of 1956.

During the same accounting period of 1957, 73,656,868 letters were processed at Rincon Annex, of that amount 40,616,300 were for local delivery.

Also there were 2,038,495 pieces of parcel post processed of which 573,200 were for local delivery.

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## FDR Disappointed Mary . . .

## Jolly Mary Conty Has Served Meals To Celebrities for Third of Century

WAITING on "very important persons" has developed into a lifetime career for Mary Conty, jovial housekeeper at Moccasin, a San Francisco employee for a third of a century.

At San Francisco's hydro-electric power plant in the Sierra foothills near Jacksonville, Italian-born Mary has waited tables in the guest house since 1923.



MARY CONTY  
Housekeeper  
Moccasin Power House

"I served dinner to Marconi, inventor of the telegraph, in 1932," she recalls. "Then there was New York's Mayor LaGuardia in 1934 and two princes from Iran in 1935."

She has set out beef and potatoes for San Francisco Mayors Rolph, Rossi, Lapham, Robinson and Christopher. (Terms of these five mayors date back 44 years to 1912.)

And she has served meals to numerous San Francisco Grand Jurors, Supervisors, other city officials, press representatives and State and Federal authorities who have inspected the Hetch Hetchy water and power project.

## F.D.R. DISAPPOINTS HER

"My greatest disappointment," Mary relates, "was in 1935 when President Roosevelt was supposed to come through on his way to dedicate the raising of O'Shaughnessy Dam. I had his dinner all prepared but at the last minute his visit was called off."

Her good-natured humor and enthusiasm have endeared her to the scores of visitors who have eaten at her Moccasin table down through her years of work for the city.

## MARRIED TWICE

Mary was born in the little town of Corio, province of Torino, Italy, and came to the United States in 1911 with her husband, Frank Balma, who was killed in a Bisbee, Arizona, mining accident in 1919.

Two years later she married Anthony Conty, a construction worker on the Hetch Hetchy mountain tunnel construction job. He died in 1935.

Now 60, Mary has three children and three grandchildren. Her daughter, Mrs. Earl Pool, lives at Groveland, while her sons are Frank Balma of Pleasanton and John Balma of Berkeley.

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## City of Hope "Town Fair" Should Draw Crowds to Scottish Rite Auditorium

THE CITY OF HOPE'S "TOWN FAIR" will be held at the Scottish Rite Auditorium March 8-11, according to Joseph J. Diviny, international vice-president of the Brotherhood of Teamsters, who is serving as general chairman for the third straight year.

The Town Fair is an event in which management and labor forget all of their differences and join hands in the name of humanity to help those who cannot help themselves.

It is also an event in which the public profits and gives at the same time. It profits by the miraculous bazaar prices on all of the new merchandise offered and it gives in that all of the proceeds go to the City of Hope medical center, America's greatest free hospital for the catastrophic diseases, cancer, leukemia, heart ailments and tuberculosis.

The City of Hope is non-sectarian and is open to all races and creeds. While it is sponsored by members of the Jewish community of the United States, only 30 per cent of its patients are of the Hebrew faith.

### NONE TURNED AWAY

It is also a hospital at which no questions are asked when the suffering seek admission. One need

not be a pauper. Many of the City of Hope's patients are working class people of some means whom long treatment for the catastrophic disease would bankrupt.

Management, represented by the San Francisco Fashion Industries, the Mission Merchants Association, and members of the leather goods, foodstuffs, houseware, home appliances, toys, furniture and floor coverings, and their retailers will donate \$75,000 of all new merchandise to the "Town Fair."

Among those aiding this worthy cause are John F. Ferdon, president of the Board of Supervisors, Municipal Judge Alvin E. Weinberger, Arthur Becker, vice-president of Littleman Stores, George W. Johns, secretary of the S. F. Labor Council and others.

Management donates all the merchandise for the fair and labor processes and sells it.

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## Logan to Exhibit Work At De Young Museum

Maurice Logan, Dean of California painters in both the commercial and fine arts field, and an associate in the National Academy of Design, will exhibit oils and watercolors at the M. H. de Young Museum February 21 through March 17.

Logan has been nationally known for his oils and watercolors for three decades and has exhibited with honors in exhibitions

throughout the country. He is represented in scores of American collections both public and private.

He was born in San Francisco but reared in Oakland. The English artist, Richard Partington, resided for a time with the Logan family there and it was through his influence that the boy decided to study art.

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...EXbrook 7-1471...

## Port of Oakland Sells \$3,400,000 Bonds To Finance Income-producing Program

The Port of Oakland last month sold \$3,400,000 in revenue bonds, the first in the history of the City of Oakland, to finance income-producing expansions at the airport and in the harbor area.

Blyth and Company and the First Boston Corporation, with six associates, were awarded the bonds by the Board of Port Commissioners on their bid of a net interest rate of 3.3039.

Expansions will be undertaken in the harbor area and at Metropolitan Oakland International Airport.

The airport projects will be in addition to the \$15,000,000 expansion program, which includes the construction of a new terminal building and jet transport runway.

### JET TRANSPORTS

Revenue bond projects at the airport are a 600 by 220 foot cantilevered hangar, suitable for handling jet transports, which will cost \$1,250,000, a \$350,000 plant for Oakland Aircraft Engine Serv-

ice Company, and \$344,500 for private and executive plane hangars.

The Oakland Aircraft Engine Service Company plant is near completion and some contracts for the large hangar and the private and executive plane hangars have been awarded.

### TO SPEND \$600,000

In the Outer Harbor, the Port will spend more than \$600,000 for an expansion of the General Petroleum Corporation storage and distribution plant, and \$10,000 to relocate railroad tracks for a new truck terminal to be built by Los Angeles-Seattle Motor Express Company. The General Petroleum expansion is now underway.

The Port has budgeted \$60,000 of the bond money for land development in the industrial area between the Eastshore Freeway and the airport.

About \$500,000 will remain for new revenue producing facilities, in addition to the Port's income.

## MORE WATER FOR SAN FRANCISCO

"Holing through" of the San Francisco Water Department's mile-long Hillsborough tunnel took place last month, according to Department Manager George Pracy.

Under construction for more than a year, the \$1,366,830 project being done by Peter Kiewit Sons' Company, will increase delivery of water from Crystal Springs reservoir to San Francisco by 38,000,000 gallons daily.

The project also will increase pressure to the Department's pen-

insula customers and will provide an extra safety margin in event of trouble on other lines leading into the city.

The new tunnel water line will be a portion of a new supply line for San Francisco and peninsula points north of Burlingame. It will supply the recently-completed 61-inch Sunset supply line and the future Crystal Springs No. 3 line.

The pipe in the tunnel is three-eighths inch plate, welded steel 91 inches in diameter with a one-half inch cement lining.

## R. STUART MOORE NAMED DIRECTOR OAKLAND C. of C.

R. Stuart Moore, a national leader in the transportation industry, has been appointed a director of the Oakland Chamber of Commerce. He was appointed by President Norris Nash to fill a vacancy caused by the transfer of M. W. Johnson, General Electric executive, to a higher post in another city.

Moore, a native of San Jose, California, embarked on a transportation career in 1925 following graduation from Valparaiso University, Indiana. Includes in his active transportation roles: vice president at large of the American Trucking Association, president of the Los Angeles-Seattle Motor Express, Inc., United Motor Express of California; and director of Gray Lines, National City Lines, Transport Underwriters Insurance, Key-

System and Oakland Boys Clubs. During World War II he served as a colonel in the transportation corps of the United States army.

A former vice president of the Key System, Moore maintains his offices at 1106 Broadway, Oakland.

The Concord coach carried nine passengers inside and six more on the roof, together with luggage in the leather boot behind.

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# CITY-COUNTY RECORD

VOL. 24--Nos. 4-5  
APRIL-MAY, 1957

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*Chief, San Francisco Police Department*

(See story on Page 5)

UNDER THE WINGS OF THE FLYING



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## Around and About

By WHIT HENRY

THE CALIFORNIA Historical Society has acquired the Whittier mansion as a permanent home at a cost of \$75,000. Located in San Francisco's Pacific Heights on the northeast corner of Jackson and Laguna Streets, this 19th century red sandstone building overlooks California's Golden Gate, historic scene of activity from Spanish times through the Gold Rush era to World War II. The residence represents one of the state's few examples of Victorian elegance remaining unchanged through the years. Careful consideration has been given to its interior plan. It adequately houses the library, exhibit, and social functions of the Society and yet permits retention of the original period design and atmosphere.

In 1894, William Frank Whittier, pioneer San Francisco paint dealer and capitalist, purchased an 80 x 140 foot lot on Jackson Street for the construction of a mansion soon to become a center of San Francisco social activity for the following half-century. Whittier then was the senior partner of Whittier, Fuller Company, now the W. P. Fuller & Company, century-old California business firm. Later he founded the town of Hemet in Riverside County and was active in politics.

The site was purchased for \$37,000, and the residence, constructed over a two-year period from plans by Edward R. Swain, a well-known 19th century San Francisco architect, cost an estimated \$152,000. It was completed for occupancy in August, 1896, and there, after the following Easter season, occurred the marriage of Whittier's youngest daughter to William Boyd Weir. Mrs. Weir now lives on Pacific Avenue, but a few blocks from her former home.

The residence was one of the first California town houses to be  
(Continued on Page 10)

## How well do you know San Francisco?



**E**ven most lifelong residents of the Bay Area haven't visited all the famous landmarks that have made San Francisco beloved the world over. If you're a stranger, a Gray Line tour is a must; if you're a native, you'll still find a tour exciting, informative, entertaining. Be sure to tell visiting friends: Take a Gray Line tour of San Francisco. Hundreds of thousands do—every year, and say, "There's nothing like it!"

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New Look for Hall of Justice . . .

# Police Chief Francis Joseph Ahern

## Fearless Innovator Rejuvenates Department

By WILLIAM FLYNN

THE LARGE, muscled man and his companion, sullen, slight, paused in front of the shadowed entrance to Old St. Mary's on California Street.

It was the dawn hour of morning Mass.

The large man with the air of authority thoughtfully looked at his companion. Then he reached into his pocket and took out a key—and unlocked the handcuffs that bound his companion's wrists into helplessness.

"Come on," said the man obviously in charge.

The other man looked at him a moment. Then he squared his shoulders.

### MOMENT OF PEACE

The pair fell into step and they climbed the steps and they walked through the shadows into the soft illumination of the Church where so many have found a moment of peace.

They listened to the ritual of the Mass.

And then side by side, they walked down into the street. There the large man replaced the handcuffs and escorted his companion to the Hall of Justice a short distance away.

The large man was Francis Joseph Ahern, now Police Chief of San Francisco. His companion was a suspected murderer.

### POLICE EXECUTIVE

This incident in the multifaceted life of the widely known police officer who has rejuvenated the San Francisco Police Department in little more than a year clearly reflects the character and moral firmness of The City's chief police executive.

Finding and arresting the murder suspect, Mr. Ahern fulfilled his professional obligation. But taking him into the House of God, dignified in his momentary freedom, was an act of kindness and thoughtfulness in an effort to give spiritual help to a human in trouble that illustrated the police officer's recognition of values other than those purely materialistic.

During the year that Francis Joseph Ahern has been San Francisco's police chief he has reorganized the department, both pro-

dates and was appointed. In 1937, he was named head of the homicide department.

With the rank of inspector in charge of Homicide Squad, he studied and was graduated from the Federal Bureau of Investigation Training School in Washington; he served as a special investigator for the Senate Crime investigating committee headed by Senator Estes Kefauver. He handled special—and touchy—assignments for the Department.

He was appointed Chief of Police of San Francisco on February 1, 1956.

### IS MARRIED

He married Gertrude Lloyd, whom he had met while working at The Southern Pacific. They are the parents of two children, Bernadette Frances, 18; and Francis Joseph, Jr., 13. When he was appointed his salary was increased from \$512 per month to \$1,184 per month. He also bought a uniform complete with scrambled eggs cap.

### BAD SHAPE

It would be news to no one that the San Francisco Police Department was "in a helluva shape" when the former head of the homicide bureau took over as chief.

The Department had reached a state where it was a heritage of almost a generation of small time politics and political manipulation. The actual administrators of the Department were the members of an inner departmental council which never was worried about a change of administration in the City Hall Mayor's office.

The incumbents in the Mayor's office were either too ignorant of the facts of police life to recognize what was going on—or they were of the same philosophical morality as the men who really ran the department.

Things had reached a stage where the vast majority of the men in the department were lethargic about doing their job because they knew that the performance of real police work in the best interests of the citizens of

the community was not the best method of winning promotion.

### BOYS IN BLUE

The Department was suspected by other law enforcement agencies. The Treasury Department, for example, seldom let the local "boys in blue" know when a raid was to be conducted on a bookie joint that had failed to purchase a federal gambling stamp and therefore was liable to federal prosecution.

The District Attorney's office, which depended on the Police Department to obtain the information and evidence necessary for the prosecution of criminal cases, had lost confidence in the administration of the Department.

### RESPECT AHERN

This attitude was true with one exception. Both federal and local law enforcement agencies other than the police department had respect for Homicide Inspector Ahern. This included not only respect for his professional ability but also his integrity.

The latter personality trait was represented by his actions when he led a raid on the abortion mill operated by the notorious Inez Burns.

She showed Inspector Ahern a  
(Continued on next page)



FRANCIS J. AHERN  
Chief of Police  
City and County of San Francisco

fessionally, and it could be said, spiritually. For the morale of the more than 1,600 members of the department has been revived to the point where they reflect pride in their work.

### MORE EFFICIENT

And, it is a cliché but true, that prideful workmen are always more efficient workmen.

The biographical facts of Chief Ahern's life are simple.

He was born in San Francisco, March 25 1900, the son of John Francis Ahern and Theresa Gandolfo Ahern. He was educated at the Franklin Grammar School, South of Market and the Polytechnic High School.

His first full-time job was as a clerk for the Southern Pacific Company. He became a claims investigator, eventually headed a staff of five men. He took the municipal civil service examination for appointment to the San Francisco police department in 1929, passed as one of the winners among more than 8,000 candi-



4 FAMOUS RESTAURANTS  
Palo Alto, San Francisco and Stonestown, California

## Police Chief Ahern

(Continued from Page 5)

cache of used unmarked bills that totaled up to \$280,000.

"Help yourself," she said. He didn't. Rather, he looked her for a journey that eventually ended up for a term of residence in the California Prison for Women at Corona in Southern California.

This general distrust of the Department and the trust of Inspector Ahern was sharply brought to public attention shortly after Mayor George Christopher took office in January of 1956.

The new Mayor knew that he would have to make changes in the upper administrative levels of the police department. But he decided to proceed cautiously and it was the plan to permit the incumbent chief George Healy, to service out his months to retirement, scheduled at mid-year.

### BOOKIE "JOINT"

But the federal treasury agents were aware of a bookie joint operating in the shadow of the Hall of Justice, at Washington and Kearny Streets.

It was a flagrant violation that seemed to be un-noticed by the police officers who passed the place every day and sometimes entered.

What inspired the resulting sequence of events is not public knowledge but.

Inspector Ahern and members of his racket squad, which had been thrown to the public as a sop to silence clamor for reform but hamstringing when it came to definitive action, raided the book. With them were Treasury Agents, District Attorney Thomas Lynch appeared moments after the fact was accomplished.

This required Mayor Christopher to act swiftly.

Several weeks before, Inspector Ahern and other members of the police department had attended seminars at which the Mayor and the three members of the new police commission had delivered lectures.

### NO FEAR OR FAVOR

The gist of the statements was that the new administration wanted the law enforced, "without fear or favor," to coin a phrase, Inspector Ahern listened but he didn't put much stock in the remarks. It seemed that he had heard that record played before without any subsequent constructive events.

He went about his business. He knew none of the new Police Commissioners. He had never met Mayor Christopher other than at a casual moment of no significance.

The Commissioners talked to him. He explained his theories and philosophies of law enforcement. He began to suspect that he might be the new Chief. He spent three hours repeating the lecture to the Mayor.

### NEW CHIEF

He was the new chief—much to the surprise of everyone.

The surprise was extra-ordinary for some of the old timers in the department. They were hard to convince that there was a "new day." But in a year, Chief Ahern had his organization under control.

His success, he says, is due entirely to the ability and integrity and determination of the members of the department. It is possible that he believes that all he needed to do was give them a chance to work.

He did—and, in his estimation, that was the maximum contribution he could make.

The public became aware of the change. In the pre-Ahern days the citizens once in a while would write letters of commendation to the Department. Actually, they were rare documents.

Now they are received by the score—and published in Special Orders each month that sometimes run more than 20 long pages of tightly spaced typewriting.

### KNIGHT LAUDS FORCE

Governor Goodwin F. Knight of California summed them up when he wrote to Chief Ahern after the dust of the 1956 Republican Convention at the Cow Palace had settled and the Governor had a chance to catch his breath.

The State's chief executive wrote, in part:

"On numerous occasions during the Convention I had the opportunity to observe the operations of San Francisco's 'best,' and as always, I was deeply impressed with the courtesy and capable manner in which your officers dealt with the many trying situations that arose.

"As head of this splendid organization you can take great pride in the fact that it performed in a manner which does great credit to your administration."

Reflecting the attitude of the individual toward the officer on routine case, one citizen of San Francisco wrote:

"I would like to express my gratitude for the honesty and alertness of Henry Lasher, a member of your force.

### LOST RING

"Some time early this year I lost my diamond engagement ring valued at over \$1,000 on the Golden Gate Golf Course. Mr. Lasher, off duty, found it and returned it the same evening.

"I had reported the loss to the Taraval Station and received such prompt attention. This incident has given me a very high opinion of the efficiency of your police department."

### OFF DUTY

The significant statement in that letter is the phrase "off duty." It is seldom that police officers—or anyone else for that matter—

will work more hours in a day than are required by the union contract unless they have enthusiasm for their work. That is one of the attributes Chief Ahern has given to the men of the department during his regime.

The facts of the first year of the administration of the Police Department by Francis Joseph Ahern have been summed up as follows:

Operating efficiency — greater utilization of facilities, including speedier communications, processing of mail, closer screening of applicants for permits and licenses issued by the police department or with the Department's mandatory approval. Greater efficiency of personnel has been obtained by changing work schedules.

### PROGRAM IMPROVED

Personnel Matters — Applicants for appointment to the Department are screened more closely; the training program improved, assignment procedure modernized, adoption of a "single" type of uniform.

Supervision and Discipline — control of departmental operations by proper supervision with such supervision made effective by discipline that is "fair and impartial."

Basic policies — greater co-operation with other law enforcement agencies, active participation in professional associations, establishment of a multi-state intelligence unit.

Criminal Investigation — This activity now is continued on a round-the-clock basis with new individuals heading up the individual divisions. More attention is paid to "criminal" suspects and less attention to the relatively less important problems of vagrancy.

### MORE ARRESTS

The result has been an increased number of arrests in the important category.

In this field the institution of the Ahern policy of sending drunks to jail for a period of court-determined number of days has interesting sidelights.

Before Chief Ahern took office, San Francisco operated a "revolving door" policy on drunks. They were picked up, taken to the station, permitted to sober up, and turned loose in the morning.

The result was that a number of "repeaters" were being listed on the rolls and each arrest cost the taxpayers of San Francisco a reasonable sum of money and produced little in the way of eliminating the drunk problem.

### LAW ENFORCEMENT

Also, the manpower of the department was so busy with drunks that some of them could not give time to more important acts of law enforcement.

Since Chief Ahern closed the revolving door on the drunk tank the number of arrests has decreased in that category and the number of arrests in more impor-

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tant fields of law enforcement have more than doubled.

These are but a few of the tactical changes that Chief Ahern has made in the Department in less than a year.

### CCRB CRIME

Of greater long-range importance is his effort to curb crime at its source by eliminating the problem of juvenile delinquency.

He has won the co-operation of the school department, the juvenile courts, and has deployed his forces so that there is a wide range of information available to those individuals who have the responsibility for the rehabilitation of minor offenders.

This all has been the result of Chief Ahern's individual philosophy of law enforcement:

"Enforce the law regardless who is concerned.

"I do not make the laws. They are made for the protection of life and property. Once made it is up to the police officer to enforce the law as simple as that."

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San Francisco's Sixth Incumbent . . .

# Mayor Stephen P. Webb

## Chronicler of Stormy Fifties

By CHARLES SIEGFERTH

A GRADUATE of Harvard University, lawyer, legislator, Stephen Palfrey Webb, San Francisco's sixth Mayor, was an eye-witness of the riotous mob scenes that followed the Gold Rush in 1849. He later wrote a history of this important episode during California's troublous times.

Webb was born in Salem, Mass., on March 20, 1804, the son of Capt. Stephen and Sarah (Putnam) Webb. He was graduated from Harvard in 1824, and studied law with John Glen King, after which he was admitted to the Essex Bar. He practiced law in Salem, served as Representative and Senator in the Massachusetts Legislature, and was elected Mayor of Salem in 1842, serving three years. He was treasurer of the Essex Railroad Company in the late forties.

### WITNESSED RIOTS

About 1853, he went to San Francisco where he resided several years, serving as Mayor of our city in 1854 and 1855.

It was during this time that he witnessed the riotous mobs following the Gold Rush of 1849, and upon his return to Salem made notes for a lecture, which he delivered in Salem; and later, with many additions, prepared this sketch, probably about 1874. He was again elected Mayor of Salem, 1860-1862, and City Clerk, 1863-1870. He died in Salem on September 29, 1879.

On May 26, 1834 he married Hannah H. B. Robinson of Salem.

### VALUABLE HISTORY

There have been several accounts of the activities of the Vigilance Committee, but this is first-hand information from one who was on the ground at the time, and for this reason it is considered a valuable contribution to the history of those troublous days. It certainly is a record of what a

for the far away land where gold was to be had for the gathering.

The passage round Cape Horn, which from the earliest times had been invested with a dreamy horror, and had inspired a vague fear in every breast, was now dared with an audacity which only the all absorbing greed for gold could have produced.

### OLD SHIPS USED

Old condemned hulks which, at other times, it would not have been deemed safe to remove from one part of the harbor to another, were hastily fitted up, and with the aid of a little paint and a few as deceptive assurances of the owners, were instantly filled with eager passengers and dispatched to do battle, as they might, with the storms and perils of the deep during the tedious months through which the passage extended.

### MISERABLE TRIP

The suffering and distress consequent upon the packing of so many human beings in so confined a space; the miserable quality and insufficient quantity of the provisions supplied; the weariness and lassitude engendered by the intolerable length of the voyage; the ill-temper and evil passions so sure to be roused and inflamed by long and forced companionship without sympathy or affection, all tended to make these trips, for the most part, all but intolerable and in many cases left feelings of hate and desire for revenge to be afterwards prosecuted to bloody issues.

The miseries generally endured were however sometimes enlivened and relieved by the most unexpected calls for exertion. A passenger described his voyage from New York to San Francisco in 1849, in company with several hundred

others in a steamer of small size and the most limited capacity in all respects, as an amusing instance of working one's passage already paid for in advance.

### SEVEN MONTHS' TRIP

The old craft went groaning, creaking, laboring and pounding on for seven months before she arrived at her destination. Short of provisions, every sailing vessel that was encountered was boarded for supplies, and almost every port on the Atlantic and Pacific was entered for the same purpose. Out of fuel, every few days, axes were distributed, and crew and passengers landed to cut down trees to keep up steam for a few days longer. He expressed his conviction that every point, headland, island and wooded tract on the coast from the Cape to San Francisco had not only been seen by him, but had resounded with the sturdy blows of his axe during the apparently interminable voyage. His experience, with the exception of the axe exercise, was that of thousands.

### 500 VESSELS ARRIVED

The extent to which the gold fever had impelled people on ship-board may be judged by the facts that from the first of January, 1949, five hundred and nine vessels arrived in the harbor of San Francisco; and the number of passengers in the same space of time was eighteen thousand, nine hundred and seventy-two. Previous to this time, one or two ships in the course of a year found their way through the Golden Gate and into the beautiful harbor of San Francisco in quest of hides, horns and tallow, and gave languid employment to two or three Americans

(Continued on Page 8)



STEPHEN P. WEBB  
Sixth Mayor of San Francisco

prominent, intelligent and observing eye-witness saw regarding this important episode in the history of California. The original paper is now in the possession of his granddaughter, Mrs. Raymond H. Oveson of Groton, Mass.

Many of the evils which afflicted the people of San Francisco may be traced to the peculiar circumstances attendant upon the settlement of California.

### EFFECT ELECTRIC

The effect all over the world of the discovery of gold at Sutter's Mill in 1848 was electric. A movement only paralleled by that of the Crusades at once commenced. Adventurers of every character and description immediately started

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## MAYOR WEBB

(Continued from Page 7)

settled on the sand hills, and engaged in collecting these articles of trade and commerce.

In the closing days of 1849, there were 94,000 tons of shipping in the harbor. The stream of immigration moved over the Plains, likewise; and through privation, fatigue, sickness, and the strife of the elements, passed slowly and painfully on to the goal of their hopes.

### ALL SORTS OF PERSONS

Thus pouring into California in every direction and by every route, this strange and heterogeneous mass of men, the representatives of every occupation, honest and dishonest, creditable and disgraceful; of every people under the sun, scattered through the gulches and ravines in the mountains, or grouped themselves at certain points in cities, towns and villages of canons or adobe.

Perhaps never in the world's history did cities spring into existence so instantaneously, and certainly never was their population so strangely diverse in language, habits and customs. Of course gamblers of every kind and color; criminals of every shade and degree of atrocity; knaves of every grade of skill in the arts of fraud and deceit abounded in every society and place. In these early times gold was abundant, and any kind of honest labor was most richly and extravagantly rewarded. The honest, industrious and able men of every community, therefore, applied themselves strictly to business and would not be diverted from it by any consideration of duty or of patriotism.

### NEFARIOUS PURPOSES

Studiously abstaining from politics; positively refusing to accept office; shirking constantly and systematically all jury and other public duty, which, onerous in every community, was doubly so, as they thought, in that new country, they seemed never to reflect that there was a portion, and that the worst, of the population, who would take advantage of their remissness, and direct every institution of society to the promotion of their own nefarious purposes.

In San Francisco the effects of all this were visible at an early period in the prevalence of crime and outrage in the laxity with which offenders were prosecuted; in the squandering of public property; the ineptitude in the administration of taxation; and the insecurity of life and property. Nor, and then when the evils of the system weighed upon the business part of the community, some spasmodic effort for a time produced a change. But a temporary check only was applied. The snake was scotched, not killed.

### DESIGNING POLITICIANS

The ballot box upon whose sanctity, in a Republican government must the liberties of the people depend, was in the hands of the pliant tools of designing politicians, or of desperate knaves ready to bargain and sell the result of the election to the party or individuals who would pay the largest sum for it.

By such infamous arts had many officials of law and justice been placed in situations of trust and power. Could it reasonably be expected that they would honestly and fairly apply the law to the punishment of the friends who had given them their offices, when they added to these crimes against society, the scarcely more flagrant ones of robbery and murder?

### SHOT IN STREET

If it was possible, the people did not believe it would be done. They saw enough to convince them that it was not done. They saw an unarmed man shot down and instantly killed in one of the most frequented streets of the city while endeavoring to escape from his pursuer.

They saw the forms of trial applied in this clear case, and after every quibble and perversion of law which ingenuity could devise had been tried, the lame and impotent conclusion arrived at of a verdict of manslaughter, and a

sentence for a short period for the State Prison.

They saw a gambler, while quietly conversing with the U. S. Marshal in the doorway of a store on Clay Street, draw a revolver from his hip pocket and slay him upon the spot.

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## WHIT HENRY

(Continued from Page 3)

built entirely of stone on a steel framework. Its entire motif evinces Whittier's hospitality and feeling for gracious living. Imported wood paneling and German silver fittings add to the beauty of the interior. The carved and massive oak entrance door invites one to a hall, 24x32 ft., of solid oak.

The large living room and adjoining Oriental smoking room are paneled in mahogany. The dining room is finished in Tamano wood, an imported hardwood of extreme distinction. Oversized fireplaces are of Italian marble; dominating the living room is one arched by a tremendous over-mantel of hand-carved mahogany. A proud State-of-Maine man, Whittier imported Maine granite for the flooring of his portico and the walk leading from Jackson Street. Thus today the phrase "From Maine to California" becomes a potent reality for those entering the California Historical Society building.

According to the San Francisco Water Department's records, service in the 30-roomed mansion was connected in 1894 for projected use in "3 wash trays, 15 wash basins, 6 baths, and 10 water closets." The baths today contain the original hand-painted tiles. Whittier, wishing the best craftsmanship of his day, imported Belgian glass for the mansion's windows. Closet lights, which turned on and off with the movement of the doors, were an innovation at the time.

A large ballroom, floored in maple and containing marble pillars and a fireplace of pastel hues, is the setting for Historical Society receptions and other social functions. The Society has restored the mansion's first floor and ballroom in keeping with its original 19th century plan. The sitting rooms and bedrooms on the second and third floors house the Society's reading room and extensive collections of Californiana.

In 1902 the residence was considered by a group of California architects to be one of San Francisco's seven most architecturally perfect and beautiful homes. Today it remains one of the city's great Victorian residences. Others have long since been demolished, converted into apartments, or were lost in the 1906 earthquake and fire.

In 1941, the mansion achieved a short-termed notoriety when it was purchased for the quarters of Adolf Hitler's German Consulate. The consul, elaborate party-giver Fritz Wiedemann, fled the country on the advent of the U. S. declaration of war, and the property was held throughout the war period by the Alien Property Custodian. Following the war, it again reverted to private ownership. During recent years it has been partially occupied by Mortimer Adler's Institute of Philosophical Research.

## Crew in Police Communications Bureau Answer Emergency Calls - Send Help

One room on the first floor of the Hall of Justice is prohibited to visitors by a sign on the door: Positively No Admittance. It is in a corridor ten paces away from the office of the Chief of Police. Activity goes on here twenty-four hours a day, for it is the communications center where a crew whom the public never see make decisions and transmit information vital to the life and well-being of the community. After five p.m. every day responsibility for notification of the whole civilian defense of the city is added to the normal police duties conducted in this room (in the day-time earthquakes and other emergencies are partly dealt with by the Disaster Control Office).

The nerve center of the police department is a radio console which has room for two men who at peak hours on Friday and Saturday are subject to exhaustive pressure from telephone and radio messages. Personnel in the communications department need to know the city thoroughly through experience in radio cars and on the beat. They are required to tele-type, and must have the knack of talking to the public by telephone and an ability to make decisions.

Their work may switch within moments from comedy to tragedy, and includes an appreciable number of false alarms. Often they are required by tone of voice to steady the nerves of a flustered person, or by a quick ear to catch a mangled message. They may be asked about lost dogs or lost persons, or give advice to a caller who sees a suspicious person outside the house and doesn't know what to do.

The ideal informant is represented by one woman who spotted a dangerous burglar and rapist standing outside the house with a ladder. She kept calm, and told each movement that the prowler was making. Police cars were sent and the telephone conversation with the woman continued to the time of their arrival, when, still unperturbed, she announced that the man had now reached the outside of the window.

More often happens, however, that in such dangerous circumstances the voice which comes over the wire is frantic and almost incoherent, and it is with utmost difficulty that the adviser extracts a description of the thief or prowler. The men who do this nerve-racking job deserve a tribute for their unobtrusive service in every kind of crisis. But for their level heads and human approach the swift sending of help would not be possible.

The development of communica-

tions in our increasingly complex city makes a fascinating story, dating back prior to 1936 when co-operation of KJES radio in making announcements for the police department resulted in the introduction of police radio communication.

The present system of communication is made up of a telephone section, a police radio section broadcasting to and from cars, and a teletype section both on a City and State scale. The traffic has become so heavy that a new radio network for the police department is being planned, with a main transmitter station on Twin Peaks providing a 5-channel network. The main divisions such as patrol and detectives will each operate on an allotted frequency, and it is hoped that the fifth frequency may be reserved as an emergency channel.

The new system, which will come into operation in December 1957, will realize the aim of controlling the maximum number of mobile units, with a minimum delay and a limited staff. Its features will include a new design of status-board which will show the availability of all police cars and the nature of their assignments. The system is so designed that the entire mechanism can be transferred to the new Hall of Justice on 7th and Bryant Streets when it is constructed in 1961.

Working out of details for the new system of communications—which, incidentally, includes a more spacious radio console with accommodation for a bigger staff—is in the hands of Lt. Ed Comber, Director of the Bureau of Criminal Investigation.



Radio Console which is the nerve center of the Police Department, where a crew is on duty twenty-four hours a day.

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## JAPANESE TRADE HONORED HERE

Japan's growing ocean trade with the United States West Coast will be spotlighted May 5-19 in a Port of San Francisco display and trade information center during the International Trade Fair in Tokyo.

At the scene to operate the display and prepare the groundwork for other Port of San Francisco features of the international gathering will be T. Mizoguchi of Tokyo, the port's Far East representative. Joining him in operation of the display will be James Campbell, Foreign Trade Operations Manager for the Port of San Francisco.

Tokyo's lavish new International Trade Center will be the site of the fair, sponsored by Japanese industrial, commercial and governmental organizations.

This is the first time the Port of San Francisco has taken part in a major international trade fair.

On hand for the fair will be a San Francisco trade group of industrial and business leaders who'll visit Tokyo in the course of an extensive tour of Far East shipping and industrial centers. Their trip is sponsored by the San Francisco Chamber of Commerce.

## BANK PRESIDENT TELLS OF FUND

A total of \$12,195,339 was allocated to the Bank of America Family Estate Plan during 1956, it was announced in San Francisco by President S. Clark Beise.

All full time staff members of the statewide bank share in this fund, which is in addition to their regular salary, Beise said. Participation is based upon each person's years of service with the bank and his annual income.

### ENTIRE COST

The Family Estate Plan pays the entire cost of life, hospital and surgical insurance for employees and their dependents plus retirement and sick leave benefits.

In addition, Bank of America stock is purchased for those employees who have been with the bank five or more years. This stock is held in trust and given to employees upon retirement.

"The Family Estate Plan was created to permit our staff to share directly in the bank's profits," Beise said. "We feel that this recognizes in a very tangible way the contributions of each staff member toward the growth and prosperity of our bank."

## CLYDE E. BENTLEY

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## McDOWELL PROMOTED TO POLITICAL EDITOR

The new political editor of the San Francisco Call-Bulletin is Jack S. McDowell, who was born in Alameda of a newspaper family.



JACK S. McDOWELL

He came to the Call in 1942 after experience as managing editor of the Eugene (Oregon) Daily News and the Turlock Daily Journal.

McDowell was awarded the Pulitzer Prize in Journalism for the year 1944 for a series of articles he wrote after accompanying a flight of whole blood from the San Francisco donors to the GI casualties receiving it in the forward area hospitals of the Mariana Islands.

He is co-author with Chaplain Howell M. Forgy of a book: "And Pass the Ammunition" which describes the Japanese attack on Pearl Harbor. For four and a half years, beginning in 1946, he wrote a daily feature column: "Memo from Mac."

## John F. Fixa Has Book For Stamp Collectors

Postmaster John F. Fixa has announced that the complete 232-page book entitled "Postage Stamps of the United States 1847-1955" is still available at 75 cents a copy through the Superintendent of Documents, Government Printing Office, Washington 25, D. C.

The book contains black and white illustrations of all stamps issued from the first adhesive stamp issued in 1847, through the Andrew Mellon Stamp, issued December 20, 1955, together with detailed information as to why, how and where issues were first placed on sale.

To secure this interesting book on stamps, send 75 cents in check or money order to the Superintendent of Documents, Government Printing Office, Washington 25, D. C., together with a label indicating your name, address, city, postal delivery zone and State.

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## Civic-Minded Newspaper Publisher Retires, Honored by San Francisco Press Club

**M**ERRITT C. SPEIDEL, of Palo Alto, president of Speidel Newspapers Inc. since its organization nearly twenty years ago, resigned December 31.

Directors of Speidel Newspapers Inc., accepted his resignation with "sincere regrets."

"It is reassuring to know that his counsel, knowledge and wisdom gained through long experience are still to be at the service of the company he has helped to build and has guided through the last twenty years," the directors stated in their official action.

### PULC MEMBER

Speidel took a member of the old Press Club of San Francisco as well as the Union League Club, has been a member of the Press and Union League Club of San Francisco since its organization. His sons, Robert M. Speidel, editor and publisher of the Visalia Times-Delta, and Merritt C. Speidel, Jr., of the editorial staff of the Salinas Californian, also are life members of PULC.

Speidel stressed that his resignation from the two offices "in no sense implies retirement from the newspaper business." He will continue his financial interest in the newspapers of the Speidel group and he will maintain personal offices in Palo Alto.

### VARIED INTERESTS

Since he began his newspaper career nearly 63 years ago, Speidel has been active in civic, political, religious and fraternal affairs and has shown unusual interest in organizations related to the newspaper business. He is a life member of Sigma Delta Chi, national pro-



MERRITT C. SPEIDEL

Retired Pres. Speidel Newspapers, Inc., professional journalistic fraternity, and a member of the National Press Club of Washington, D.C., Greater Los Angeles Press Club, Chicago Press Club, National Editorial Association, American Newspaper Publishers Association, California Newspaper Publishers Association and California Press Association. Other organizations of which he is a member are legion.

Born in Port Jervis, New York, on May 19, 1879, Speidel began writing for local newspapers when he was 13 years old. When he was in high school he published the Union School Journal. While still in his teens he joined the staff of the Tri States Publishing Com-

pany, publisher of the Port Jervis Union, the Tri-States Union and the New York Farmer. He became editor of the Daily Union while still in his teens, having served as a reporter city editor and a business office executive.

### BUILDS NEWSPAPERS

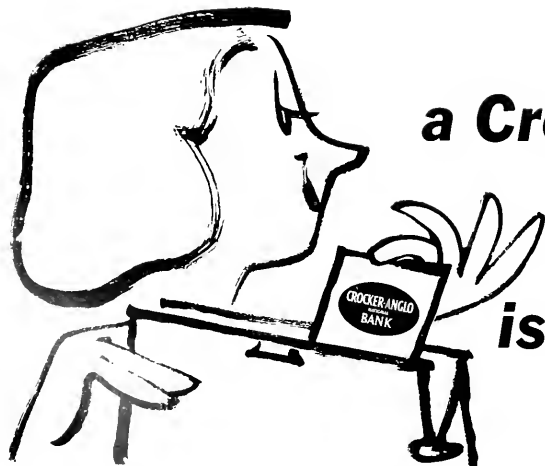
In 1910 he purchased the Pig (Ohio) Daily Call, which he sold in 1921 when he purchased the Iowa City Press-Citizen, the present newspaper of the present transcontinental group of Speidel "Newspapers for the Home," extending from New York to California. In 1937 he moved to Palo Alto when headquarters of Speidel Newspapers Inc., were established there.

In all of the places he has lived and worked Speidel has taken prominent part in affairs of the communities, just as he has done Palo Alto and San Francisco. Since the days of Theodore Roosevelt national leadership, he has been an intimate friend of president governors and scores of other high in governmental, religious, fraternal and industrial activities.

Speidel was honored by the PULC for his contribution to American journalism when his picture was placed in the club's "Shrine of Editors of America" one of 65 editors to be so honored.

Golden Gate Park at San Francisco is one of the world's most picturesque parks, with beautiful gardens, lawns, lakes, groves, fields, footpaths, equestrian trails and motor roads.

California cows produced a total of 7,242 million pounds of milk during 1935, an average of 8,500 pounds per cow.



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# Ambitious Expansion Program Planned For Oakland's International Airport

**P**ORT OF OAKLAND plans to prepare Metropolitan Oakland International Airport for the jet age were described recently by Dudley Frost, general manager of the Port of Oakland.

More than 80 members of the Oakland City Council, Alameda County Board of Supervisors, the Board of Supervisors, the Board of Port Commissioners, and the active members of the 1953 Citizens Committee for Airport Bonds were present at a luncheon co-sponsored by the Port and the Chamber of Commerce in the Athens Athletic Club.

## GIVES REPORT

Frost gave an illustrated report on the progress of the expansion program undertaken by the Port with the \$10,000,000 bond issue supported by the citizens' committee and passed by the voters.

The Port has started dredging the expansion area extending a mile into the Bay and now surrounded by a 4 1/2-mile dike.

Frost cited the rapid changes which have taken place in aviation and additional changes which may take place, but declared that the Port's plan is flexible enough to meet the requirements of the jet age.

## FOREVER PROTECTED

Protected by two miles of unobstructed overwater approaches, Frost said the Metropolitan Oakland International Airport will be forever protected from encroachment by building and one that doesn't rob the surrounding communities of tax-producing properties.

Acquisitions and annexations of submerged lands already have totaled 13 1/2 square miles, or an area nearly 25 per cent as great as the City of Oakland before the annexations took place, Frost said.

Most of the land was owned by the State and deeded to the Port or airport purposes.

The expansion program includes an 8,600-foot runway which can be lengthened to 10,000 feet, if required; a new terminal building, airport, parking lots, hangar areas and other improvements.

## RIISING COSTS

Frost said the original estimates of the expansion program placed the cost at about \$11,500,000, but rising costs and the meeting requirements of aviation may boost the final figure to \$15,000,000.

"But we are practically certain—as certain as anyone can be in the light of the rapid changes taking place—that we can meet the added costs with Federal aid and the Port's own resources without additional help from the local taxpayers," he said.

The Civil Aeronautics Administration thus far has contributed \$3,000,000 to the expansion program under the Federal Airport Aid program and more is expected

in the future to supplement the bond issue, he pointed out.

## AERIAL PHOTOGRAPH

On display at the luncheon was an aerial photograph of Oakland's downtown area, with the airport expansion program superimposed over the streets and buildings.

It shows the dike, at its widest point, extending from the Estuary to Piedmont Avenue, and the new runway on Broadway from Jack London Square to 28th Street. The terminal building would be adjacent to the Alameda County Court House and the parking area would take the area from the middle of the Exposition Building, cover the auditorium area and extend to the 12th Street Dam.

## NOTABLE GUESTS

Guests at the luncheon included William Harold Oliver, chairman of the bond committee; Mayor Clifford E. Rishell and members of the City Council; Kent Pursell, chairman, and members of the Board of Supervisors; City Manager Wayne Thompson, Nat Levy, president of the Board of Port Commissioners and members of the Board; William A. Sparling, general manager of the Chamber, and members of the Board of Directors of the Chamber; Earl Strathman, county administrator and members of the 1953 bond committee.

## International Water Meeting In San Francisco, May 1-2-3

Representatives of 35 countries, along with a large group of technicians from the United States, will participate in the Third Congress of the International Commission on Irrigation and Drainage.

Slated for May 1, 2 and 3 in the Sheraton Palace Hotel, the meeting will be preceded by a two-day gathering which will bring together experts who will discuss various aspects of the subject "Can We Develop a Permanent Irrigation Agriculture?"

Plans are now being made for field trips to accommodate an estimated 300 persons who will wish to participate in them.

The San Francisco Congress will be the first held in the United States. Previous Congresses were held in India in 1951 and Algeria, 1954.

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# Swift Action By Auto Theft Detail Recovers Stolen Cars



This sorry sight might be your car after engine and wheels are removed, about to be skidded into press.

It is a sobering thought to the owner of an old car which has yet in it some thousands of miles of service that his prized possession, if it gets into the hands of a thief in league with an illegally operating wrecker, may within the space of one hour be converted from its familiar shape to a cube of crushed metal 3 feet by 3 feet.

Lieutenant Dolan remembers vividly when in 1955 the price of scrap metal went up, and the theft of old cars increased proportionately. 75 were stolen in January of 1956, whisked off to the wrecker, and after the taking out of wheels and engines, compressed in a pit to a shape meaningful only to the purchaser of scrap metal. By May 1956 the efficient Auto Theft Detail had reduced this form of vandalism to nil through eliminating criminal wreckers, and pursuing auto thieves to their lairs.

The car which is stolen, changed in appearance, and re-sold is now, according to Lieutenant Leslie C. Dolan, no acute source of trouble thanks to co-operation between the F.B.I., the National Auto Theft Bureau, and the San Francisco Police. He speaks more feelingly

about auto stealing by juveniles under the age of 18, mostly for devilment, and stresses the im-



This cube of metal was a car one hour ago prized by its owner; now completely pressed, it is being dropped by a claw into a railroad gondola.

portance to car owners of locking their doors and ignition, and keeping a record, for possible service to the police in a search of the license number and their engine number.

During 1956, 5,400 cars were lost to auto thieves, of which 96% were recovered. It takes a day or two to recover the average car. The success which has been achieved is due to co-ordination between the auto detail and other police departments expressed in the introduction on July 1, 1956 of a file which can turn up in less than one minute all information about any car stolen.

Theft from autos falls into two categories: "Boosting" (theft of personal articles from the interior of the car), and stripping (theft of tires, batteries, hub caps and other accessories). Ninety percent of "boosting" is committed by drug addicts, who like the cheek hunt by sight. The police investigate an average of 15 boosting per day or 450 per month. The work for the public to thwart the "booster" is to keep articles out of sight. It is best to put them in the trunk, which curiously this type of thief rarely gives a thought to; failing this, articles should be hidden on the floor of the car, and placed conspicuously on the seat.

Stripping is committed for most part by juveniles who are jalopy drivers. In this department of crime, one of Lieutenant Dolan's headaches is the innocent-looking hub cap, which costs the insurance company \$10 for one replacement. For the first six months of 1956 reports that the estimated cost of insurance companies of stolen hub caps was \$70,000.

One of the three national regional areas in the country is California—Millerton Lake behind Friant Dam in Fresno County.

## George W. Pracy Retires After 48 Years As Manager of S. F.'s Water Department

GEORGE W. PRACY, general manager and chief engineer of the San Francisco Water Department, retired April 1st.

His service record with the Department and its predecessor, the Spring Valley Water Company, dates back 48 years to 1909.

Hundreds of Mr. Pracy's friends and associates honored him at a retirement dinner March 28 at the Fairmont Hotel.

The 70-year-old city official has served in his present position since January 1 1949, when he succeeded Nelson A. Eckart.

He came into city service in 1930 when San Francisco purchased the privately-owned Spring Valley firm.

Pracy was born March 19, 1887, in San Francisco. He graduated from the University of California in 1908.

Before joining the Spring Valley Water Company, he was employed for a short time by Great Western Power Company and taught for six months at Cogswell Polytechnical College.

He has been active in professional and fraternal affairs, and is a past president of the American Water Works Association, the San Francisco Section of the American Society of Civil Engineers and the board of trustees, Cogswell Polytechnical College.

Since Mr. Pracy became manager of his department in 1949, he has supervised the construction of hundreds of miles of water pipeline, including the new Sunset Supply Line and the Hillsborough Tunnel.

New reservoirs have been built in the city and fluoride has been added to drinking water as a tooth decay deterrent.

Mr. Pracy resides at 24 Santa Ana Avenue with his wife, Mabel. They have three children: George, Jr., of Taft, Mrs. Beverly Hosmon of Torrence and Mrs. Mabel Miller of Cleveland, Ohio.



GEORGE W. PRACY

### S. F. Chamber of Commerce Backs "Partnership Plan"

Support for Secretary of Interior Fred A. Seaton's "partnership plan" between the Federal Government and the Pacific Gas and Electric Company in developing Trinity River hydroelectric power is being sought from California Senators and Congressmen by the Chamber.

In a letter to Senator Thomas H. Kuchel, who recently attacked Seaton's plan, Senator William F. Knowland and Congressmen John F. Shelley and William S. Mailiard, General Manager G. L. Fox reiterated the stand of the Chamber's Technical Projects Committee and Board of Directors in 1955 favoring P.G. & E.'s proposal for Trinity River development.

"The San Francisco Chamber has long advocated private enterprise whenever possible," he said, "and this is a case in point."

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## How the Public Can Co-operate With Police In Preventing Burglary of Homes and Stores



This opened safe in office reduced to shambles illustrates how not to keep your money.

During 1956, over 40,000 burglaries were committed in California 12% of the nation's total. A big proportion of these offenses were due to the home owner's own carelessness in giving the burglars all the evidence they needed. No one would dream of writing a note and tacking it to the front door: "To whom it may concern: I'm leaving for a week's vacation—please come to burglarize my home when convenient." But in practice, says Lieutenant Daniel J. Quinlan of the Burglary Detail, many citizens will say just this through the summer months when they leave their homes for an evening, week-end or longer.

People call the local editor to announce their vacation trip, leave notes in an empty bottle telling the milkman to discontinue deliveries during their absence and forget to have newspaper deliveries discontinued. Even when just leaving their home for an hour or so, people will leave notes in the mailbox if expecting guests, telling them the key is under the mat or to go in and make themselves at home.

The week of May 5 through 11 will be proclaimed "Burglary Pre-

vention Week" by Mayor Christopher. An intensive publicity program will aim to enlighten householders on how they can co-operate with the police for their own protection. The prospective vacationist is advised to observe the following precautions, in addition to cancelling all deliveries of milk, newspapers and other goods brought to the door:

1. Leave a lamp in the hallway connected with an automatic timer to turn lights on and off.
2. Use a bolt-type lock on all outside doors.
3. Have your lawn mowed and sidewalk swept by a neighbor.
4. Tell a neighbor you are leaving and have him check your house periodically.
5. Notify your local police officials the date you are leaving and returning.
6. Don't close blinds or draw shades.
7. Place your valuables in a safety deposit box.
8. Don't tell your friends or neighbors of valuable possessions you have around the house.
9. Don't advertise your departure with an item in the paper.

The idea behind these recommendations is to give a "lived-in" look to the house so as to discourage prowlers. Closed blinds, for instance, give evidence that the owner is away, whereas if blinds are tilted so that passers-by cannot see in, a burglar is put off the scent.

Lieutenant Quinlan particularly stresses the advisability of procuring for the front door a bolt-type lock that cannot be forced back by the insertion of celluloid between the door and the door frame (a trick used by the so-called "blatnik" man who is skilful in forcing key locks). While prevention is best in face of the formidable frequency of one burglary per minute every hour and every day throughout the country, it is advisable also to keep proper records of identifiable objects and good descriptions of valuable items.

A team of two men in the Burglary Detail specializes in investigating attacks on safes. A car containing photographic equipment and means for finger-printing is at their disposal twenty-four hours a day. Since September 1949 the number of safe burglaries has been reduced by 50% thanks to sundry midnight and early morning chases which have pulled these indefatigable policemen out of their beds.

The Northern California Safe Burglary Investigators' Conference, established in 1950, facilitates interchange of information between police and sheriffs' departments and provides important clues to our local investigators.

The safe burglar may be considered as the elite of his dubious profession. He needs to be a good planner and to have a resourceful mind. He usually owns a good car and travels extensively by road and air.

The advice of Lieutenant Quinlan is to keep money in a good E-type money chest. He suggests a round-door safe with 1½ inch steel door as a re-locking device. This should be embedded in reinforced concrete and secured to the floor near a window where it is visible to the street.

A light should shine over the safe, and there should also be a light in the store. The immunity from burglary of some of the large markets which do have their good quality safes exposed to view is proof of the wisdom of this advice. In this way the police are enabled to see in, and a thief knows beforehand that he has to reckon with working in open view of the street, which is for him an uncomfortable prospect.

Records with fire-resistant qualities are kept in a different type of safe which again should not be hidden from view and should be of good quality. Safes, like all commodities, may be spurious or genuine, and the shrewd purchaser needs to be wary of the specious facade which sometimes takes in the layman.

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## Picked Men of Homicide Detail Have Risen From Police Ranks

"Murder is our business," says Lieutenant Alfred J. Nelder of the Homicide Detail, which consists of our crews who work in pairs. Their difficult assignment is not only to find out who is responsible for a death (in itself a complex and dangerous task), but also to secure the necessary evidence for conviction which can be used at the proper time by the District Attorney.

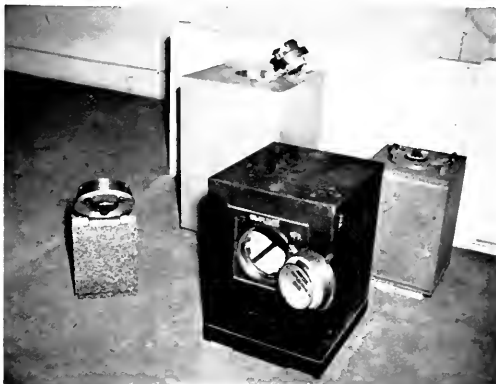
The picked men who qualify for the Homicide Detail work first as policemen assigned to general work at district stations or on traffic, then are promoted to the inspectors' Bureau where they gain experience in the search for missing persons, checking pawnshops or stolen goods, tracking down confidence tricksters or in other ways.

Thus they acquire the knowledge of human nature which is basic to the most grim task of all—the apprehending of a murderer. Meanwhile, on the side, they need to gain a working knowledge of law which enables them to evaluate evidence and anticipate the reactions of practicing attorneys and juries.

In one day, says Lieutenant Nelder, a member of his unit may be required to talk to a president of a bank, to an illiterate woman with a jail record in Chinatown, and to a film mogul. Thus, the qualification for this work demands a subtle combination of humanity and toughness, a critical mind which can sift evidence, and a flair for quick thinking. The physical demands of the work are severe, leaving sometimes little leisure to eat or sleep.

In addition to investigating unquestioned murders, the Homicide Detail also investigates "all deaths of an unusual nature, or that have the possibilities of being felonious." A third phase of their work is the making of arrests for illegal surgery (abortion) which over the last ten years in San Francisco has been greatly reduced.

Inter-State co-operation is a big factor in the pursuit of the murderer who may stray from the scene of his crime, as in the instance of a man in New York suspected of killing his wife. The New York police chief informed the San Francisco Homicide Detail that they had reason to believe this



Samples of E chest type burglar-resistant equipment for safe keeping of money.

man had arrived in the Bay Area in an automobile which had been changed in appearance.

The request from New York was to keep this suspect under surveillance without his being aware that the police were interested in him. This was all-important because the body of the suspected murder victim had not been found, nor at this stage was sufficient evidence accumulated to warrant interrogation.

Two officers in San Francisco discovered the car and were caught while investigating by the suspect himself. They needed to think quickly, and improvised a reason for inspecting his car, stating that as a newcomer to the State he needed to register within a period of thirty days. The man was fooled by their bluff, and in the course of conversation revealed that he was only visiting in California, and intended to leave within a few days for New York.

The information thus gathered by San Francisco detectives enabled the police in New York to anticipate the man's arrival. He duly re-appeared in New York, and at this time evidence against him had mounted sufficiently to warrant interrogation. This interrogation resulted in his confession of the murder, and even to his leading the officers to the burial place of his wife. He was arrested for murder, and convicted at the trial.

Sometimes a dead person who looks as if he has sustained a fall is referred from the coroner to the Homicide Detail, and a sinister background is unveiled, as in the instance of a man with a fractured skull whose head was carefully photographed. The detectives discovered that he was the victim of an unusual gunshot wound through the nostril. What had first seemed to be an accident, proved to be a result of violence with intent to murder.

The skilled detective despises no evidence, however slender it may appear. For example, a key found in the fold of clothing of a murdered woman found close to an auto in San Francisco, proved the means by which the hotel room of the murderer was tracked down. This discovery, with the result of questioning of the hotel staff and guests, led to the identifying of the murderer, who after long and patient search, was found.



This innocent-looking key proved the means of tracking down a murderer.



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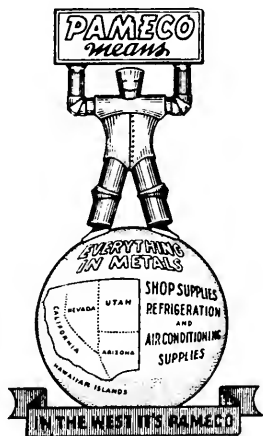
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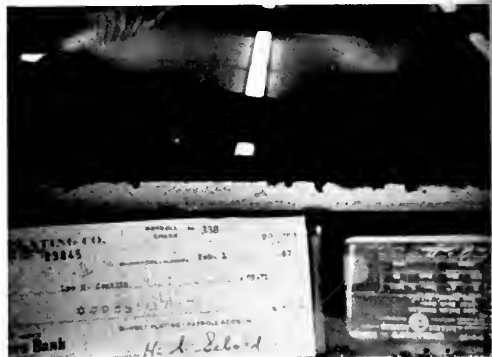
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## Confidence Tricksters Play on Human Gullibility, Reap Fabulous Dividends



Forged check with identification document photographed by hidden machine on actual occasion of the offense.

Lieutenant Willison H. Lingafelter of the Fraud Detail reports that more than \$350 million per annum are lost by fictitious checks. He adds, however, that to get this figure in perspective, it should be realized the leakage through forgery and checks written against insufficient funds is only four hundredths of 1% of what passes through bank clearing houses annually. It remains true that a host of persons are inconvenienced and caused real distress by the practices of the forger who, after the drug addict, is the greatest "repeater" known to the police.

The policy of the department is to alert merchants of current forgers, and to hammer home the sound advice: "Know your endorsers." From the police point of view, the installing of a photographic machine in a store located where checks are cashed, is a public service which provides invaluable on-the-spot identification of offenders. By this method it is possible for the cashier, by the pressing of a button, to have a picture of any suspect taken, and also to preserve a record of the identification paper which he submits.

The check passer, preying on the gullibility of the public, and also taking advantage of the high pressure of business in some stores, may go on for months undetected. He finds many a credulous victim who may be fooled by the meaningless word: "Insured," printed across the check, or by a signature impressed by a rubber stamp.

One forger has for many weeks been making a sizeable living by cashing checks for \$10 from small shop-keepers from whom he makes a purchase of a dollar or so, and receives change in cash from the supposed payment. One way of counter-acting this practice would

be to invite the unknown person who presents a check to impose his fingerprint underneath his own signature—few would be willing to accept this challenge.

The Fraud Detail works in cooperation with the District Attorney to whom "bounced" checks are referred (it is a felony to write a fictitious check for more than \$50 and exposes the offender to the serving of a warrant).

The ramifications of fraud extend into a field confusing to the layman, and cover activities of considerable ingenuity. There is the "shill" who acts in league with a pitch man selling cheap goods at an inflated value, and raises his hand to bid, persuading others in the crowd to buy. The pickpocket or "gun" who seizes a victim's wallet, works in collaboration with a second man whose job is to stall, on getting onto a bus, so holding the attention of the civilian behind him as to facilitate the removal of his wallet.

The technique of a confidence man is to study his quarry carefully—his line of business, his foibles, and weaknesses. His object is to induce his victim to extract money from the bank—some times as high a sum as \$10,000 or \$20,000. He plays upon avarice holding up the prospect of a fabulous reward. He may pose as an undercover agent of a horse racing syndicate in a position to give a sure tip on winners, as an innocent newcomer to the country who has a lot of money in his possession, or as a dispenser of charity. Always there is a second man in league with him, whose connivance is not obvious to the victim.

One favorite deception of the confidence trickster is the "switch," whereby he wraps the victim's pa-

(Continued on Page 19)



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**Confidence Tricksters**

(Continued from Page 18)

er money in a handkerchief and extends to show him how to hide inside his shirt. He withdraws similar handkerchief containing valueless paper, and passes off to the victim, who discovers that he has been defrauded after the thief has made his escape. Coin-matching is a practice carried on at bus stations and terminals where young men in uniform,

or just out of military service, are victimized by a team of two experts who induce the unwary to make a bet in traveller's checks, which they are foolish enough to sign.

The best advice is to be on guard against anybody who says he has found a wallet, and in general to pay unwavering respect to the sound principle that it is not possible to get something for nothing, however golden the tongue which proclaims the contrary.

## Western Air Lines Sets Earnings Record; President Announces Plans for Growth

ESTABLISHING A 31-year record, Western Air Lines in 1956 earned from all sources \$3,044,458, or \$3.91 a share, Terrell C. Drinkwater, the airline's president, announced recently in his annual report to shareholders.

Last year's net income, based on common stock, compares with earnings of \$1,981,685, or \$2.67 a share, for 1955, based on 743,463 shares, he declared.

Operating income for 1956 was \$2,513,250, compared with the 1955 figure of \$4,033,346. However, for the last nine months of 1956 operating income was \$4,105,167, more than for the entire preceding year and 16.7 per cent over the like 1955 period.

Total operating revenues for the last year were \$28,187,773, a decrease of 9.3 per cent from 1955. Revenues for the last nine months of 1956, however, were 10.4 per cent greater than for the same 1955 period, the report disclosed.

**PASSENGER REVENUES**

Passenger revenues were \$26,19,113, accounting for 93.1 per cent of 1956 total operating revenues, as Western carried 928,746 travelers over its 6,350-mile system serving 47 cities in the 12 western States and Canada.

Total operating expenses for 1956 were \$25,674,523, compared with a 1955 total of \$27,006,177. Expenses for the last nine months were 9.3 per cent greater than the like 1955 period, but compare favorably with the corresponding

on 779,131 outstanding shares of increase of 10.4 per cent in operating revenues.

**WESTERN'S PLANS**

A \$45,000,000 equipment program announced last year is the keystone to Western's plans for growth and expansion, Drinkwater said, noting that the airline in 1956 effected a successful public offering of \$5,000,000 in convertible subordinated debentures.

A major decision of 1956 was a purchase contract for a fleet of new Lockheed Electra prop jets for delivery to Western in 1959-60, the report stated.

Characterizing 1956 as "a year of preparation for future growth and development," Drinkwater expressed confidence in a favorable Civil Aeronautics Board decision on Western's petition to inaugurate service to Phoenix. Enthusiastic demands by civic organizations in the West for action on a bilateral agreement between the U. S. and Mexico give promise to a real possibility that Western will soon be able to inaugurate Los Angeles-Mexico City service authorized more than 10 years ago by the CAB, Drinkwater reported.

## Senior Citizens' Annual Hobby Show Will Be Held in Downtown Emporium Auditorium

The Fourth Annual Exhibition of the crafts and hobbies of San Francisco's Senior Citizens will open for a six-day period in the auditorium of the downtown Emporium starting Monday, May 13, was announced recently by Max Funke, General Manager of the Recreation and Park Department. This annual hobby show, which over the past two years has presented nearly one thousand exhibits shown by the City's "over 60" men and women, is sponsored by the Recreation and Park Department, the San Francisco

Chamber of Commerce, the San Francisco Public Library, the Adult Education Division of the San Francisco Unified School District, the San Francisco Labor Council and the Emporium.

Funke stated that although the list of exhibitors is nearing completion, any San Franciscan over the age of 60 may still qualify for the show by obtaining an application blank from the Recreation and Park Department at McLaren Lodge, Golden Gate Park, Fell and Stanyan Streets.

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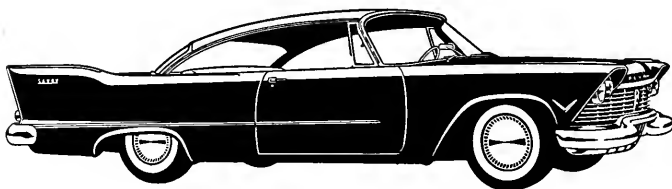
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(See article on page 5)

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#### Contributing Editors:

William Flynn—Record Biographies; Whit Henry—Around and About  
Dr. A. J. Cloud—Education, S. F. Public School History

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## Around and About

By WHIT HENRY

WITH THE delightful summer months here, the open road beckons to those who wish to get away from the city's usual hustle and bustle. A short trip nearby is to Muir Woods, a true garden spot where one can feel as though transplanted into another world. Muir Woods is a National Monument, established on January 9, 1908, by proclamation of President Theodore Roosevelt to preserve a virgin stand of redwoods just north of the City of San Francisco. It is the only area in the National Park system which contains trees of this species, though extensive stands of virgin forest of other types are preserved in a number of the national parks.

The monument lies at the south foot of Mount Tamalpais, a noted landmark in this region, and contains nearly 500 acres of Federal lands. The land was donated to the United States Government by the late Congressman Wm. Kent and his wife, Elizabeth Thacher Kent. At their request it was named after, and in honor of, John Muir, noted traveler, naturalist, and writer.

Visitors often confuse the coastal redwoods in Muir Woods with the giant sequoia of the Sierra. Both belong to the same genus, Sequoia, but are separate and distinct species of that genus. The species growing in Muir Woods is the Sequoia sempervirens, commonly called redwood, or coast redwood. It is found growing in the coast region from Monterey County north as far as the southwest corner of the State of Oregon. A representative of this species is the tallest living thing in the world, reaching the extreme height of 364 feet. The largest diameter is about 20 feet, and the maximum age is probably not much more

than 2,000 years. The species growing in the Sierra is the Sequoia (Continued on Page 4)

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3. Mrs. Dolores McHugh,  
San Francisco



4. Mrs. Robert Mize,  
Mill Valley



5. Mrs. George Mosle,  
San Carlos



6. Mrs. Larry Salzman,  
Daly City



7. Mrs. Edna Short,  
Albany



8. Mrs. Charles Vellenga,  
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Pacific Gas and Electric Company

## WHIT HENRY

(Continued from Page 3)

gigantea, commonly known as the giant sequoia, and is found in the Sierra Nevada at altitudes varying from 4,000 to 8,000 feet. It does not reach the height of the coast type, but has a maximum diameter of nearly 35 feet and attains an age of more than 3,000 years. Magnificent groves of giant sequoias are to be found in Sequoia, Kings Canyon, and Yosemite National Parks.

Between 150 and 200 years ago fire ran through Muir Woods and left in its wake charred stumps and deep scars in the living trees. Circles of large trees which grew from the roots of the fire-killed fire-scarred trees now surround these old veterans.

The tall stately grandeur of the redwoods is always impressive, and the Muir Woods trees are no exception, although they represent average specimens rather than the very largest. There are many other species of trees here, among which the more important are the Douglas fir, California laurel (bay tree), tan oak, alder, and buckeye.

In addition to its natural beauty, the Woods is noted for various odd growths, such as burls, albinos, shoots, and fascinated formations on the redwoods, while natural grafts and other peculiarities are found on other trees. Burls range in size from very small to huge ones several feet in diameter. The large root burls look like boulders at the foot of trees, while smaller burls are seen in a variety of shapes and sizes on the trunks generally near the base. In addition to the trees already named there is an abundance of other plant growth both large and small. Of these, the most interesting are the ferns, the type growing most profusely being the sword fern. Other beautiful ferns are the lady fern, bracken, and woodwardia.

The Woods is too shady to encourage flowers in such quantities as are found on the more open surrounding hillsides. Nevertheless, there is a good variety found in Muir Woods, although in limited numbers, the season beginning as early as February. The most plentiful are the adder's tongue, the trillium, and the clintonia. The azalea, a tall shrub along the creek, blossoms beautifully all through June and July and fills the air with its fine fragrance. The blooming of this plant signals the end of the flower season. Oxalis is found in numbers at the base of many redwoods, but only a limited percentage of them bear flowers.

Deer are quite common in the monument, but limit their appearance to early morning or late evening, except in the fall of the year when there is better feed in the valley than on the hillsides. Raccoons

(Continued on Page 17)

### The Ladies' Ages:

- |        |        |
|--------|--------|
| (1)—68 | (5)—30 |
| (2)—60 | (6)—33 |
| (3)—51 | (7)—45 |
| (4)—34 | (8)—45 |

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# WHEN YOUTH GOES WRONG

## A Notable Jurist and Humanitarian Writes on Delinquents and Society

By MELVYN I. CRONIN

Judge of the Superior Court

**T**HE JUVENILE COURT is not a criminal court nor strictly a civil court, but rather a specialized tribunal set up to take jurisdiction over juveniles and their problems. Its function and purpose are both protective and correctional, designed to help youngsters, on the one hand neglected and deprived, and on the other delinquent and problematic.

Though the Court receives most attention because of its handling of children brought to it because of alleged juvenile delinquency, nevertheless a greater area of jurisdiction is probably connected with children who are neglected.

The Court is the medium by which there is introduced to youngsters so involved specialized supervision, guidance and treatment. It is a special agency of the State, set up to determine the need for and application of such guidance and treatment.

### HOW COURT WORKS

What most people are concerned with is the operation of the Juvenile Court in connection with juvenile delinquency problems, and therefore I will limit my remarks to that subject. In California the Juvenile Court Law defines a child in terms of age limits. All children under 18 who are arrested for criminal conduct or detained for antisocial behavior are brought before the Juvenile Court for hear-

ing and disposition. Those between 18 and 21 may in the discretion of the criminal court and the Juvenile Court be processed in the latter if it is felt the juvenile between those ages is a proper subject for Juvenile Court treatment.

There are some abroad today, of course, who are condemnatory and critical of the Juvenile Court system and its process, feeling that youngsters should be treated more or less the same as adults when they are in violation of the law. However, the trend is towards the expansion of the system rather than limiting it. It is still felt by most people familiar with the subject that "law violators, the antisocial and maladjusted, especially children, should be treated individually through social case work processes for their own protection and that of society, instead of by the punitive and retaliatory methods of the criminal law."

The aim and purpose of the Juvenile Court system in this field is to correct and rehabilitate. It is felt that by the use of its probationary services it is in a position to reclaim and help youngsters and better serve the ends of society than by allowing them to be the subjects of retributive justice and severe punishment.

### EXPLORES CAUSES

While the Juvenile Court never loses sight of the fact that the community interest must be protected, as well as rehabilitation, it nevertheless feels that by exploring the reasons and causes for maladjustment and misbehavior it will be more helpful in the long run than the so-called "get tough" policy, which is too often based on a rigid formula and punitive methods. The Court to be effective must be ever searching for the whys and wherefores of the youngster's conduct.

The most effective tool which the Court uses is its Probation Officer service, a tool which, by the way, everywhere throughout the State should be sharpened by more trained staff and greater personal attention to individual problem cases, if more constructive aid is to be rendered youth in trouble.

Most of the cases heard before the Court are cases of those who are ultimately placed upon probation, to be worked with and for by competent and qualified persons whose aim it is to supervise, guide and encourage the ward towards proper conduct.

### WARDS OF COURT

When the allegations of the petition to declare a youngster a ward of the Juvenile Court are sustained, he is either placed upon probation to be returned to his own home under the counseling and surveillance of a probation officer, in a foster home, or in a private or public institution. Before arriving at the particular conclusion the diagnostic facilities at the Youth Guidance Center, consisting of medical, psychiatric, psychological and social services, are used to enable the Judge to base his decision on the best possible evidence, both ordinary and expert.

It should be remembered that the Juvenile Court does not receive its cases until some overt act or omission has taken place. Youngsters are brought to its attention through various sources—parents, school authorities, police, neighbors, social workers, and others. Too often they are not drawn to the Court's attention soon enough in order that proper study of themselves, their families and their surroundings may be made, and a plan set up to prevent them becoming involved with the law.

It is my feeling that there is no one single, specific cause for juvenile delinquency, although it can be said that a very great proportion of our problem children come from homes which have deteriorated and are unhappy, where parents are soft, indifferent and in-



MELVYN I. CRONIN, Judge of the Superior Court, has been Presiding Judge of the Juvenile Court for the last three and a half years. He is a past Presiding Judge of the Superior Court. We are proud to publish this definitive article by a distinguished jurist who is also a great humanitarian. Judge Cronin is married, with five children, and finds relaxation as an ardent baseball fan.

effective, where there is a lack of proper supervision and inculcation of moral standards. Poor family life more than any other single factor unquestionably is a great contributing cause of delinquency.

Where the family is happy, healthy and secure, there is less likely to emerge delinquent problems among the children. These are everyday observations in our Court. Frequently on the surface there is given the appearance that all is well in the family circle, but by probing on the part of probation officers and social workers it is discovered that something is missing. There is friction or disagreement in the home; there is a lack of love and affection; there is a slackening of discipline; there is too much drinking; there is sexual promiscuity.

Do not place me in the position of one who is offering a panacea for the cure of juvenile delin-

(Continued on Page 6)



This abandoned baby will receive nursing care.



Stuart Greenberg, Public Utilities Commissioner, Judge Melvin I. Cronin, Superior Court Judge, and Elmer Skinner, chairman of the Mayor's Committee for the Log Cabin Ranch mechanics school, explain the building plans for the \$50,000 school to be built with funds from public subscription. Some fifty San Francisco business men are spearheading a drive to raise funds to build the school for Log Cabin Ranch residents.

quency. I have none, and anyone who suggests one is a person you should beware of. Attacking the problem properly requires the attention of all of us—the home, the church, the school, the community, those without children as well as those with families.

#### COMMUNITY PROBLEM

We must keep in mind that juvenile delinquency is a community problem, and that it requires a great number of attacks on many fronts, and the concerted effort of all public and private agencies. The more public attention there is given to the problem itself, as distinguished from sensationalism and dramatic presentations of episodes of misconduct, the more understanding we will become of the problem, and the more likely we will have something constructive to offer to alleviate it.

Here at our Court one could say the easiest way of disposing of juvenile delinquency cases is to place the youngsters in custody in institutions, but what a cruel and barbaric way to approach this subject! Many a youngster who has involved himself has, by proper care and encouragement, through an intelligent and helpful probation officer, developed himself into a fine boy or girl and good citizen.

Revenge and sentimentalism can never produce the results which a wise psychiatrist or case worker who thoroughly understands the individual's personality traits will accomplish.

However, the protection of society calls for the placement of youngsters who appear to be beyond the pale of outside probation treatment, and that is why we have public and private facilities to which many are committed when it is deemed necessary for

their own protection and proper development, as well as for the protection of society. It is the aim and purpose of the Juvenile Court to sit in the place of the parents when it is found that a child is not responding to parental authority and supervision, and, acting as a parent, it must do so with the end in mind of helping the child to develop self-respect and a sense of responsibility, to be able to live understandingly and considerately with his fellows in society.

#### PROBATION SERVICE

The very heart of the Juvenile Court is juvenile probation service. The Probation Officer should constantly strive to help the child to have a stable and secure family life, to eliminate frictions, to be mindful of his duties as well as his rights, and to explore the neighborhood so that the ward may take advantage of what positive and constructive services the community offers. This, of course, is a job that is not always accomplished, and frequently the response is disappointing.

The rise in delinquency must be acknowledged, and some there are who say that this is proof positive that the Juvenile Court system is ineffective. The answer to that is that if the operation of the Juvenile Court and Juvenile Probation Office were implemented sufficiently by the community and government, probably there would be a lessening in delinquency rather than an increase.

If all children who are alleged delinquents were committed to institutions in our State for transgressions of the law, the State, the Counties and private agencies would be unable to take care of them. As it is now, there are close

to 700 boys and girls throughout the State of California who have not yet been taken in by the Youth Authority, although commitments by the Courts have been made for that purpose. The same proportion exists with respect to placement in local County ranches and schools. In our Juvenile Hall we are detaining youngsters for periods of one to two months awaiting placement in institutions.

#### FOSTER HOMES

In many of these cases it would probably be much better if the youngsters were released on probation to return to their homes, or a foster home, under the supervision and counsel of a probation officer, but the heavy caseload that each probation officer now carries makes it impossible in too many cases to do much of an impressive nature.

Probation service to be discharged properly can only come from officers who are not overloaded, and who will have the opportunity and disposition to visit their wards and frequent their homes, neighborhoods and schools. A Probation Officer in San Francisco carries an average load of over 80 wards, and it is shown that the maximum should be 50. That is why we need twelve more officers here at our Juvenile Court.

In San Francisco last year delinquency rose considerably—roughly about 20% for boys and 30% for girls. We have reached an all-time high in the number of youngsters detained over night at the Youth Guidance Center, the number being 272 on one day during that period of time. At the present time it is running around 250 per day. This, of course, includes both the neglected as well as the problem boy and girl.

The Court attempts to dispose of these cases as quickly as possible, but only after a complete investigation, study and diagnosis of the act, the child, the home, the parents, and all factors which may have a bearing on his conduct. It is the aim of the Court to release children as quickly as possible as soon as this is done, but holding, of course, in detention those who are considered possibly dangerous because of the nature of the offense for which they are detained and their background.

#### TWO REFEREES

Two Referees aid the Court in conducting hearings, one for the girls and one for the boys. Their duty is to ascertain and determine the facts in a given case, listen to the reports of all those interested in its disposition, and then make a recommendation to the Judge as to what should be done. The Judge then reviews the file and may in his discretion approve the Referees' conclusions and recommendations, disapprove them, or modify them.

The fact remains that many, perhaps most of the youths who

are found delinquent, have been in trouble in some way or other long before they were brought to Juvenile Court. If when truancy were noted, or if it was found out that youngsters were violating the curfew, even though they were caught or cited, or when trouble arose in the family circle, by reason of defiance and rebellious attitudes, these were brought to the attention of responsible and trained workers who could assist in straightening out individual and family practices, it is my belief that the load which reaches the Juvenile Court for action by the tribunal would be greatly lessened.

That can be done to some extent by proper consultation with school officials, church officials, family advisors and counselors, local private agencies and social institutions, doctors and clinics. The use of these instrumentalities before an appearance at Court would, believe, straighten out many a child who winds up as a confirmed delinquent.

Early detection of the symptoms of maladjustment and immediate treatment therefore is a must. We are to eliminate ultimate bad practices. More attention should be paid, too, to first offenders that to recidivists because I feel the Juvenile Court as it is now constituted today cannot too often effectively reclaim repeated offenders, but it is much more likely to succeed with those who have committed their first offense, and this I believe, can only be done by enlightened and humane probation work.

#### NO CURE-ALL

Probation is admittedly not a cure-all, but it does give the individual troublesome youth a chance to rehabilitate himself with the assistance of the Court. The resourcefulness and intelligence of the probation officer is the key stone in this process, and unless he has the time and the means to put them into effect he cannot accomplish much.

The problem of juvenile delinquency is everybody's problem. A alert and an aroused citizenry can do much if it adopts a constructive approach to prevent youngsters becoming delinquent, and to aid those who are not too far gone in being reclaimed. Society should not only reorganize its present inadequate means for meeting the inherent urges of children by attempting to change the social attitudes of many adults, but also should eradicate the temptation and allurements that stimulate anti-social conduct.

Child guidance clinics can benefit each district in which they are located by assisting parents to remould their own lives and habits so that they can eliminate many factors which cause their children to become delinquent.

I do not believe in "mollycoddling" nor do I subscribe to the so

called "hard" and "get tough" policy. I believe that each individual case calls for a distinctive and specialized approach, and that there should ever be kept in mind by the Judge of the Court that his main purpose is to help a youngster grow into good manhood while at the same time protecting his neighbors from misbehavior and anti-social conduct.

Sitting as a Judge of the Juvenile Court is not depressing, as many people think. It is a challenge, however, to join with others in a campaign and battle to lessen the factors which bring youth into trouble, and eradicate conditions which entice the weak and untrained, and to offer more comprehensive services to parents and children.

## July 4th Holiday Plans For S. F. Family Days

"San Francisco Family Days" is the official title of the 1957 Fourth of July holiday celebration around the city, when for the first time, local events will be coordinated by the Safety Council in one great celebration. Purpose of the effort is to keep San Franciscans off the highways over this year's four-day holiday by making it more interesting to stay in town.

The San Francisco Seals will play in the local stadium throughout the holidays, boxing matches will be held at the Cow Palace on the night of the fourth, and the Junior Swimming Championships Olympic of the Pacific A.A.U. will be held at Fleishhacker Pool.

## TIBURON'S MAIN STREET LURES ANTIQUE HUNTERS

One of the most picturesque villages in the Redwood Empire, Tiburon, 16 miles north of San Francisco, is a town which intends to retain its architectural status quo, specifically along Main Street, a short thoroughfare lined with structures of the Victorian era. Like all communities across the Golden Gate bridge from San Francisco, Tiburon has grown tremendously since the span was opened in 1937. However, Main Street, abutting San Francisco Bay, has remained the same as it was years ago.

In the face of such development, standard establishments like the bank, postoffice and library have moved to areas less cramped and their former quarters are now occupied by antique, art and fashion shops.

The majority of visitors to Tiburon's Main Street have a considerable saline content, as the village is the home port of the Corinthian Yacht Club, and in nearby Belvedere is the mooring place of the San Francisco Yacht Club.

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## Western Business Woman Receives National Honor

Mrs. Beatrice Brickley, secretary to R. K. Booth, vice president of the Pacific Motor Trucking Co., was elected National Recording Secretary of the Railway Business



MRS. BEATRICE BRICKLEY  
Elected Recording Secretary of  
Railway Business Women's Assn.

Women's Association at the 13th annual convention held at Sun Valley, Idaho in May. It is the first time a member from the western district has ever been elected to a national office.

The organization, comprised of some 52 chapters and approximately 7,000 members, is the second largest in the United States.

Mrs. Brickley is past president of the San Francisco Chapter of Railway Business Women and last held the appointed office of National Membership Chairman.

Known to her friends as "Bea," she is a swimming enthusiast who enjoys her own pool in Burlingame.

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# THOMAS F. STRYCULA

## Chief Juvenile Probation Officer Manages Family of 3,000 Problem Children

By WILLIAM FLYNN

**C**HILDREN sometimes are a problem. There is no denying that most of the time they are lovable citizens who hold the destiny of the world and its civilization in the palms of their little hot hands.

But, it cannot be denied that there comes the time when they drive their parents and other elders to the point of no return along the path that leads to complete frustration.

With one, two, three or four or more in the household generating this condition, imagine what life would be if there were more than 3,000 of them learning to grow up with all the problems that process involves.

The parental carnage would be wondrous to behold—but this condition never seems to affect one man in San Francisco who shares the major responsibility for the discipline of more than 3,000 problem children.

He is Thomas F. Strycula, Chief Juvenile Probation Officer for the Juvenile Court of the City and County of San Francisco.

His case load is between 3,000 and 3,500 youths a day. During the course of a year, he and members of his staff will process the case histories of perhaps 5,000 more.

### BROKEN HOMES

None of these are the "little darlings" and "fine young men and women" to be found in every home except those of the neighbors at times. They are the children of

broken homes, disinterested parents, absent parents, and those who have found themselves unable to adjust to society as they grew older.

Despite the size of his problem, Mr. Strycula appears to take everything in his stride. He is not harassed. Nor does he appear to be cynical although the stream of human debris that flows through his office would be enough to discourage almost anyone. But he is not calloused.

Thomas F. Strycula was born on a farm in Wisconsin, February 25, 1911, the son of John and Antonia Strycula. He was the youngest of four children. When he was a child, the family moved to the lake country of northern Michigan where he received elementary and secondary education.

He studied at the University of Wisconsin and the University of Michigan and received his Bachelor of Arts degree from the University of Alabama in 1932.

"I went south because those were the depression days," he explained, "and the cheapest living was to be found in the south."

When he finished his university training, he came to San Francisco to visit a member of his family.

"Naturally," he said, "after I found San Francisco I didn't want to leave."

### LIFE AMBITION

His ambition was to enter a field in which he would have an opportunity to work with young people. He held a number of odd jobs until he had qualified under the charter's residential rules, and then went to work for the City's Emergency Relief Commission. The date of his employment was November, 1933.

This depression commission became a part of the Public Welfare Commission in 1936 and Mr. Strycula went along as a social worker.



HOME ON THE RANCH

When the war came along he joined the Army with the rank of private. When the shooting was over he held the rank of first lieutenant and was in Manila with MacArthur's forces.

The "Pearl" city of the Orient was in shambles. Attached to the office of the provost marshal, Mr. Strycula was given the job of establishing a program for the care of the juvenile delinquents who were crowding the jails that were available.

He worked out a program and was awarded a Bronze Star. When he returned home, he remained in the reserves and now holds a major's commission and is attached to the Mobilization Group of the Sixth Army.

He is married and in the family home at San Carlos are Susan, 12, and Thomas J., two and one-half.

Mr. Strycula resumed his professional career in San Francisco after the war by taking and passing the civil service examination for senior probation officer. Then he became assistant chief probation officer, and in March of 1955, became chief probation officer, with the appointment confirmed by Superior Judge Melvyn Cronin in June of 1955.

In this official capacity, Mr. Strycula is the administrative officer of the Juvenile Court for San Francisco. His offices are at the Youth Guidance Center which also provides the quarters for the court. In addition, the Court operates the La Honda Home for Boys in San Mateo County which is a unique experiment in youthful rehabilitation that rapidly is becoming an established service.

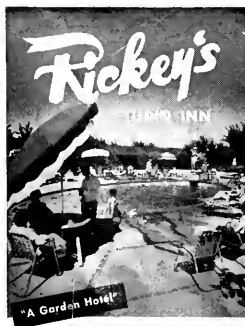
In addition to supervising the care and rehabilitation efforts directed toward the 3000-odd children given into the custody of the court, Mr. Strycula supervises the activities of a staff of about 20 persons.

### CAUSE AND CURE

With this background the "foster parent" of San Francisco's problem children—usually achieving that status through no fault of their own—has definite ideas concerning the causes and cure of this increasingly important social disease.

Some of his ideas would be shocking to the professional social worker. Others might be equally shocking to the taxpayer citizen who are unlearned in the problem of delinquent children.

But, considered in the proper context, his ideas make sense.



4 FAMOUS RESTAURANTS

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He says:  
"Each case must be considered as an individual case. This consideration must involve all the facts of family life.

"My philosophy is this:  
"If a child has a good healthy emotional life and at home has love and security and discipline, the chances that he will be involved in trouble are greatly reduced.

"I believe in the home. It is the most important factor in character development and natural development and over-all general growth."

It would appear that a "good healthy emotional life" would evolve from a home "that has love and security and discipline."

As the terms "love and security" are relative, it might be well to consider the question of discipline and its application by the parents to the child.

The first factor in this respect, according to Mr. Strycula, is the qualification of the parents to administer discipline. Some of them are as "mixed up" as their delinquent children and he would argue strongly that today's delinquents were being formed three generations earlier.

"Should discipline be applied sternly?" he is asked. "You know, spare the rod and spoil the child?"

"That is a question to be answered by the individual case," he replies. "You have to use good sense in each case."

To some it might be refreshing that he does not ban the rod entirely because it might give the little darling a warped personality.

#### PROBLEM PARENTS

The parents, he says, should not be considered competent to administer discipline if they themselves are insecure, inadequate, and unstable.

"That type is handicapped from the start," he says. "It sets off a chain reaction."

As each case, according to Mr. Strycula, must be considered on its individual merits, there are no hard and fast rules concerning the care and feeding of delinquent children.

But he does have some general ideas.

They may come, he says, from any family.

"It's not true," he says, "that they come from what we used to call the 'wrong side of the tracks.' They come from the rich homes as well. You only have to read the papers to know that."

Which is probably true.

But, still, that does not answer the question of how to treat the mental ills of the juvenile delinquent.

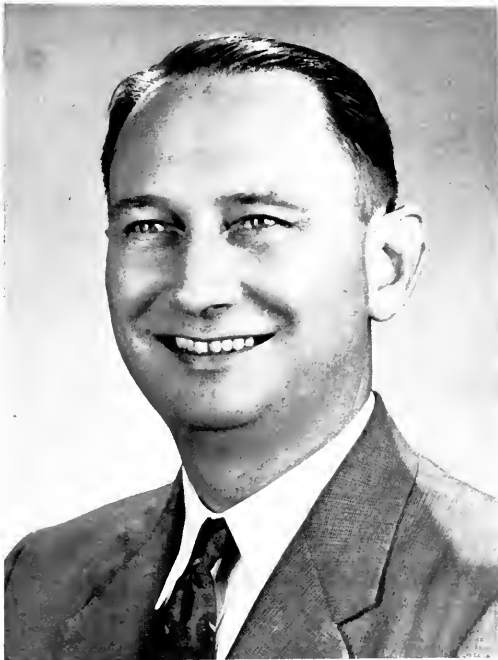
The San Francisco court has made more than an honest try to find the answer to that question. Its most interesting effort has been in the establishment and operation of the Log Cabin Ranch at La Honda.

This institution was established under a grant from a private foundation in 1939. Its successful operation in the effort to bring about the rehabilitation of delinquent boys made it eligible for municipal support two years later. Since that some state subsidy has been received.

Since Mayor George Christopher took office, this establishment has been given more attention by the administration and a definite program for improvement of facilities has been undertaken. New buildings will be constructed

The Ranch operates in effect on the honor system with the daylight hours divided evenly between school and work around the place—in the garden, the farm, and in other chores similar to those any boy would be doing if he was living at home down on the farm.

When their schooling is finished, they receive their diplomas from the San Francisco Unified School District without any designation of where they actually received their education—which might cause some eyebrow raising among future employers.



**THOMAS F STRYCULA**  
*Chief Probation Officer*

to increase the quality of the facilities for increased "enrollment" from 53 to 84.

The boys sent to the Ranch are but one step away from state custody in the Youth program, which is a fancy name for "state prison." At the Ranch the boys are given one last chance or off they go to a security institution with a prison blot on their record.

At the Ranch they are supervised 24 hours a day but, Mr. Strycula emphasizes, the Ranch is not a penal institution.

"All a boy has to do is to walk away," he says.

#### LOG CABIN RANCH

The philosophy of the Log Cabin Ranch operation is to win the confidence of the boys who are at war with the world for a variety of reasons.

"What we have to do is restore the right attitude in the boys," says Mr. Strycula. "If we can't change their attitude toward life, the case is hopeless.

"We must convince them the world is not filled with hostile adults; that adults, at least some of them, can be friendly and can be trusted. That is the first step."

When this barrier is broken and

the relationship and trust established, then the adults in charge can require the individual to make some contribution toward his personal rehabilitation. But, the juvenile officer says, the first effort must be made by the adults.

He cites the case of the youth who was sent to the Log Cabin Ranch as an ultimate effort to keep him out of state's prison.

"There he fought with the boys and the supervisors," Mr. Strycula relates. "But finally we went to work on him and got through to him and now he has been released from his probation and is a home owner, a husband and a father, and a credit to the community."

This work at the Log Cabin Ranch has been handicapped by the fact that the red tape of municipal administration sometimes delays overly long the required facilities.

But groups of public spirited citizens have enabled the Ranch administrators to speed up the process. Among the groups making notable contributions are the Elmer Skinner Committee which has established an automotive trades school shop, and the Golden Gate Breakfast Club. There is a Youth Guidance Volunteer Auxiliary of 500 women who aid the work at the Center.

Mr. Strycula sums up his program of work with these principles:

One—Establish trust with the youth.

Two—Establish that you like him but do not like what he does.

Three—Win his respect.

Four—When he believes you are fair, you have knicked his armor and then the crack can be opened by further improvement of relations with him—and prove that you are for him—not against him.

"And you always have to remember that a kid can spot a phony the first time out and has no respect for them," Mr. Strycula says.

It might be said that Mr. Strycula is not a "phony"—to adult or youth.

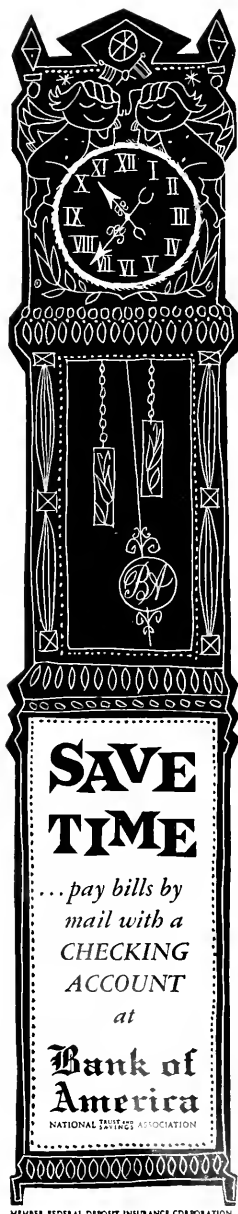
#### FACE LIFTING FOR PARK'S BANDSTAND

For the first time since it was built 57 years ago, the bandstand in Golden Gate Park is getting its ornate face lifted.

Repairs and refurbishing of the music shell and two colonnade wings will cost about \$28,000.

Claud Spreckles, pioneer sugar millionaire, presented the bandstand to the city as a gift in 1900.

The Mechanics Institute of San Francisco, in cooperation with the State Miner's Association, sponsored a Golden Jubilee Mining Fair in 1899 to commemorate the State's golden beginning.



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## Eastern Industrial Leaders Plan Factories in Bay Area

Earthquake tremors have not shaken the determination of Eastern industrial leaders to develop factories in San Francisco and the Bay Area.

That's the report of Lewis M. Holland, manager of the Industrial Department of the San Francisco Chamber of Commerce on his return from a 24-day tour of Eastern industrial prospects, including visits to New York, Chicago, Detroit and Pittsburgh.

Holland, who sounded out about 50 industrial chiefs interested in distribution and manufacturing facilities in this area, added, "At least ten national manufacturers are definitely committed and five or six additional companies extremely interested in long-range possibilities. Few, if any, were even slightly perturbed over the recent earthquakes of March 22."

"There was, instead," he continued, "an eagerness and a tone of optimism concerning future possibilities in the Bay Area as well as a great awareness of the growing importance of the western market centering at San Francisco."

Industrial firms visited included those manufacturing chemicals, plastics, pulp and paper chemicals, agricultural chemicals, mineral processing chemicals and pharmaceuticals, heavy equipment, scientific instruments, food products, basic textiles, and finished textile products.

Representatives of several major firms which have committed themselves to building Bay Area plants which have been temporarily postponed, assured Holland they have no thought of abandoning plans.

## New Issue of Directory for Importers and Exporters

Marking the 40th anniversary of the San Francisco Area World Trade Association, the World Trade Department of the San Francisco Chamber of Commerce has issued an expanded and revised Directory of San Francisco Area Importers and Exporters.

Directories are being mailed to more than 1,000 firms, chambers and ministries of commerce, trade associations, international trade fairs and other business organizations engaged in global trade.

The directory, free to Chamber and SFAWTA members, costs 15 cents for each subsection and \$1.50 for all sections bound. A detailed commodity index, cross-referenced, is included. Subtitles have been arranged for each section in Japanese and Spanish as well as in the standard English text.

The directory was last issued in 1953.

## Woman of the Mouth . . .

## Meet WANDA RAMEY

### Star of Radio and TV

By ALAN TORY

THE ELF-LIKE, dreamy-eyed girl in Terre Haute, Indiana, was deemed by her family to be out-growing her strength. The doctor advised rest cures in bed. For hours and days on end the voices of radio became familiar to her. She formed a child's romantic attachment to the unseen speakers who saved her from loneliness.



**WANDA RAMEY**

### Fulfillment of a Dream

studied their every inflexion and trick of speech. These stars, remote yet near, became part of her life.

Time passed, and this girl grew up to be a radio personality herself, graduating through a tough and rugged school to become president of the American Federation of Television and Radio Artists in San Francisco. At her first national convention in Seattle she met some of the big "names" whom she had listened to as a child—the famous old-timer, Bill Thompson, William Gaxton, Vicki Vola (Miss

Miller on the Mr. District Attorney program), and Olan Soule, star of The First Nighter.

### BIG MOMENT

That was an important moment for Wanda Ramey, who from the time of her youthful initiation had believed in radio as the forty-niners believed in gold and Mr. Hans Klussman in the cable car of San Francisco.

Wanda Ramey is one of the few people who professionally have aimed to do one thing in life, and find themselves fulfilling this single purpose with delight. Paul Speegle

reeling back from her reply to his query whether the disk jockey and the record show have killed thought-provoking programs, described her as a "sort of latter day Joan of Arc—and the nice part of it is she doesn't have to wear all that armor."

She repudiates the idea that radio is an anodyne excluding any disposition to listen attentively, insists that there is a great waiting audience for informative broadcasting which tells people what's going on in the world and what others are thinking and doing.

These views she expresses with an engaging frankness and understudied charm which mark her off from the drilled publicist and the toll-like poseur. The simplicities and candors of Indiana have stuck with her on the journey towards the microphone and klieg lights for she is also seen on television in the successful People With a Past). The elms and maples which grew together in the middle of the street in which she lived in Terre Haute are still vivid to her, together with early sights and sounds of Nature. She is more at home today in the freedom of the country than at sophisticated parties.

#### COLLEGE CAREER

The eldest of five children, Wanda was drawn to books, to memorizing poetry, and to drama. She went to Indiana State Teachers' College where she came under the influence of Dr. Clarence Morgan, Professor of Radio, who was described as "the Hoosier schoolmaster of the air." Resolved to make radio her career, she got a lot of practice in the campus studio, responded to Morgan's assurance that talent joined with pertinacity would make its way in this competitive field.

A down-to-earth teacher, Morgan taught his students the practical rules of the game, encouraged Wanda for experience, even before she graduated, to go to Chicago for three auditions. On completing her college course, the family moved to San Francisco to which her father was transferred by the Railroad Express Co.

Wanda first got a job as receptionist at KWBR in Oakland, later talked the management into giving her a program on the air called Coffee With Wanda. She then auditioned successfully for a replacement for Ruby Hunter who interviewed visitors to the old Hearst Ranch at Pleasanton. Experience as assistant to Les Malloy at KGO gave her additional knowledge. She was ready now for her first important interview program at KROW in Oakland where for one hour each day she presented local persons and also celebrities to a growing audience.

#### QUALITY RADIO

Since 1955 she has been under contract to KCBS as Jane Todd in a session which has established

a remarkable vogue. In support of her conviction of the unique contribution which is being made by radio she quotes the newscasts of Ed Murrow and such a session as Invitation to Learning.

She believes that good radio programming gets to the person who is listening. This criterion, when applied to the Jane Todd session itself, shows it, thanks to producers and interviewer, to be of the stuff which stimulates and holds captive an audience—some of them "shut-ins" who are hungry for knowledge about wider worlds and adventures.

One thing Wanda has learned from her hosting of celebrities both as Jane Todd and as interviewer in the TV show People With a Past over Channel 4, is that "the person who has achieved once is still active and creative." She instances Ruth St. Denis whose great days as a dancer are over, and who is now a dynamic teacher, and Dr. Sammy Lee, once Olympic diving champion, and now a dentist.

One of the most poignant interviews she conducted was at KCBS of a Hungarian student who was one of the freedom fighters in Budapest. He preceded the refugees to this country, and left upon her a deep impression by his intensity and passionate concern for the plight of his country.

Mrs. Roosevelt, Rosemary Clooney and her husband, Jose Ferrer, the daring Rene Belbenoit who escaped from the grim prison of Devil's Island, and the late Senator McCarthy are numbered among well-knowns whom Wanda Ramey has interviewed. Whether known or unknown, she brings to her guest the same courtesy and intelligent curiosity—and when the day's work is done, is herself prone to flee the world of bright lights for quieter ways she finds congenial, rubbing shoulders with people who are close to the earth and to the rhythm of the seasons.

A brunette with frank eyes, fresh beauty, and quiet, unerring taste in dress, Wanda Ramey is now a young woman of overflowing health and energy who in addition to demanding studio assignments finds time for committee duties in the interests of her profession. She likes radio people—"They have their feet on the ground. They're easy to get along with because they have a sense of humor!" Her popularity with her fellow workers is not surprising, nor is their confidence in her, which has loaded her for a third year with the local presidency of AFTRA.

It is intriguing that this expert listener who puts guests at their ease and is unflustered by the great should play so important a role in radio—with more than a touch of the mystic and the solitary, she more than holds her own in a world where extroverts and (Continued on Page 19)

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# CITY AND COUNTY OF SAN FRANCISCO

GEORGE CHRISTOPHER, MAYOR

## Directory of City and County Officers

### ELECTIVE OFFICERS

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**GEORGE CHRISTOPHER, Mayor** Jan. 8, 1960  
 ALLEN, Executive Secretary  
 PATRICIA CONNICH, Confidential Secretary  
 MARGARET SMITH, Personal Secretary  
 GEORGE J. GRUBB, Administrative Assistant  
 JOHN D. SULLIVAN, Public Service Director

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**Drive, AT 2-1433, 1-8-60**  
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 1477, Res. 130 Santa Ana Ave., Z. 27, LO 4-2464, 1-8-58  
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 6902, 1-8-58  
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**SE 1-1582, 1-8-60**  
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 Res. 2558 + 17th Ave., OV 1-0861, 1-8-58  
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 Ertola, Rolph  
**EDUCATION, PARKS AND RECREATION** — McMahon,  
 Casey, Dobbs  
**FINANCE, REVENUE AND TAXATION** — Dobbs, Mc-  
 Cartey, McMahon  
**JUDICIARY, LEGISLATIVE AND CIVIL SERVICE** —  
 McAtter, Hallley, Rolph  
**POLICE** — Casey, Blake, Sullivan  
**PUBLIC BUILDINGS, LANDS AND CITY PLANNING** —  
 Rolph, Dobbs, McAtter  
**PUBLIC HEALTH AND WELFARE** — Ertola, Sullivan, Mc-  
 Cartey  
**PUBLIC UTILITIES** — McAtter, Ertola, McMahon  
**STREETS AND HIGHWAYS** — Blake, Hallley, McAtter  
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**JOHN J. GOODWIN**, 110 City Hall, Z. 2, HE 1-2121, 1-8-58

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 IVAN L. SLAVICH, Clerk and Secretary  
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 A. C. McCHESNEY, Jury Commissioner  
 305 City Hall, Z. 2

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**DAVID F. SUPPLE**, Consultant-Statistician

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**MAURICE MOSKOWITZ**, Secretary, 2900 Lake St., Z. 11  
**REV. MATTHEW F. CONNOLLY**, 349 Fremont St., Z. 1  
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**FRANK RATTIO**, 526 California St., Z. 4

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**THOMAS F. STRYCULA**, Chief Juvenile Probation Officer  
 Juvenile Probation Committee  
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 FI 6-1222  
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**JOSEPH MICHAELA**, Executive Assistant  
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**JOHN K. HAGOPIAN**, Vice-President, 1144 Tower St.,  
 BETTY (Mrs. Bill L.) JACKSON, 2835 Vallejo St.,  
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**THOMAS T. LILLIENTHAL**, Vice-Pres., 813 Market St.,  
**DONALD B. KIRBY**, 109 Stevenson St., Z. 5  
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**THOMAS F. WHITE**, 400 Brannan St., Z. 7  
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**JAMES H. TURNER**, Manager of Planning  
**PAUL OPPERMAN**, Director of Planning  
**THOMAS G. MILLER**, Secretary

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 Meets every Wednesday at 4:00 P.M.  
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**WM. A. LAHANIER**, 2 Pine St., Z. 11, YU 6-0968  
**JOHN L. HOGG**, 200 Guerrero St., Z. 3  
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500 Golden Gate, Z. 2, PR 6-1565  
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**HAROLD E. BERLINER**, 115 Montgomery St., Z. 7  
**JOHN L. SULLIVAN**, 840 Union St., Z. 11  
**DAVID THOMSON**, 65 Berry St., Z. 7  
**ALBERT H. JACOBSON**, 2991 Hyde St., Z. 21  
**VINING T. FISHER**, General Manager  
**THOMAS J. O'TOOLE**, Secretary

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227 City Hall, Z. 2. HE 1-2121  
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ERNEST L. WEST, 265 Montgomery St., Z. 4  
J. EDWIN MATTON, Secretary

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Meets every Monday at 4:50 P.M.

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PAUL A. BISSINGER, Pacific and Davis, Z. 4  
THOMAS J. MELLON, 390 First St., Z. 5  
SERGEANT WILLIAM J. O'BRIEN, Secretary

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DANIEL P. MCKEIM, Chief of Inspectors  
DANIEL W. KIELY, Supervising Captain  
DANIEL W. KIELY, Director of Traffic  
CAPTAIN JOHN T. BUTLER, Department Secretary

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Meets the first Tuesday of each month at 4:00 P.M.

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REV. F. D. HAYNES, 1599 McAllister St., Z. 15  
RENE A. VAYSSIE, 240 Jones St., Z. 2  
WILLIAM MCGREGOR, 165 Post St., Z. 8  
J. MAX MOORE, 598 Potrero Ave., Z. 2  
MRS. HAZEL O'BRIEN, 440 Ellis St., Z. 2  
CLARA A. SCHWABER, 440 Ellis St., Z. 2  
BERT SIMON, 1350 Folsom St., Z. 9  
S. LEE VAVURIS, 990 Geary St., Z. 9  
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FRANK A. CLARVOE, Jr., Secretary to Commission

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287 City Hall, Z. 2. HE 1-2121  
Meets every Monday at 2:00 P.M.

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EDWARD B. PARON, 214 Cass St., Z. 1 WE 1-8501  
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JAMES H. TURNER, Manager  
R. J. MACDONALD, Secretary  
N. B. BLAND, Manager of Utilities  
JAMES J. FINN, Exec. Sec'y. to Manager

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## Chester V. Pampanin, Assistant Chief Probation Officer, Names Ten Commandments for Parents

ASSISTANT CHIEF Probation Officer Chester Pampanin, a father of two teenage boys, brings 23 years of experience to his job of supervising probation services. Born in 1910, he graduated from the University of California in Social Work, and has served as a probation officer in such tough assignments as working with the White Gang, a well-known mob of juvenile delinquents in the '30s and '40s.

Before taking up his present responsibility, he was supervisor of boy delinquents. This assignment included the investigation of delinquencies, and the supervising of court wards. In World War II he was a battalion commander with the 104th Division, and was completely paralyzed as a result of injuries sustained during service.

While in a hospital at Topeka he directed social work, helping in the reconditioning of patients. Now he walks with a cane, and through will and skilled medical care has so greatly recovered as to be competent to work a tractor on his 61-acre ranch at Sebastopol to which he goes on week-ends.



CHESTER V. PAMPANIN  
Supervisor of Probation Services

### FORCE AND CHARM

A grey-haired, forceful man of charm and magnetism, he has a flair for getting the best out of his staff. He has an instinctive interest in people, whether they are whole or sick. This stands him in good stead in a complex task which requires human qualities of patience and understanding developed to a high pitch.

He is responsible to the Chief Probation Officer for the efficient running of inter-related departments. These are: the Boy Intake Division which is a screening unit, Family Intake which deals with complaints of neglect and desertion, the department of Boy Supervision which watches the welfare of boys placed on probation, most of whom live at home, though a few are sent to Log Cabin Ranch. Further, Mr. Pampanin supervises the Children's Division, a clearing house for youngsters who are victims of neglect, and are sent to institutions or foster homes, the Special Services Division which refers children to step parents and arranges adoptions, the Psychiatric Clinic, and the Youth Council which deals with problems of reducing delinquency in specific communities.

This is indeed a hydra-headed task, and it is to the credit of the Assistant Chief Probation Officer that he preserves equanimity throughout days of poignant decision and the facing of unending problems. In the course of his career, he has seen thousands of boys and girls move through juvenile courts in San Francisco, New York, Chicago, Atlanta, and other cities where his work has taken him. He can record many transformations and new starts.

As he sees it, the parent whose children escape the toils of delinquency should be grateful. The volume of this tragic drain upon our national well-being may in his view be reduced if parents will cooperate with the wholesome agencies which seek to provide right education and recreation for the young. In an interview which he gave to Frank Purcell of the S. F. Examiner, he suggested Ten Commandments for Parents:

1. Keep track of what children are doing. Maintain specific hours for them to check in, by phone or in person. Start early.
2. Maintain an interest in your child's companions. You don't have to frown on every boy or girl who comes into your home, or to put him through the third degree, but make sure your son or daughter is not afraid, or ashamed, to bring his or her friends into your house. Then make them welcome.
3. Religion will keep the family together, but religion must be meaningful, it must have parental participation. To hurry the children to church while you work in the garden will have little effect.
4. Show a real interest in school work. We, as adults, take our problems and troubles to a friend or a confidant. When your children have problems with grades or teachers, give the help that is needed. They are just as real and vital to them as ours are to us.
5. Encourage intensive interests. Most boys and girls go through long periods of time when only one dominant thing is important — athletics, dancing, the boy next door, jet planes, etc. This interest

may be for a short time or it might even determine a life's course. Certainly parents should set limits, but part of growing up is having changing interests and ideas, and we should not try to stamp out fires that nature will control.

6. Maintain a home routine. How often have I seen children before the court who had no set routine of life! Perhaps dinner would be early tonight, perhaps late; Mama may be home, then again she may not. It is the discipline of daily living that determines the way we react to society's demands. The pattern of home routine is a simple one, but the discipline of regular habits, of regular activities, of regular chores, is the important thing. Everyone working together in the home creates self reliance and an understanding of teamwork which will pay off for your youngster in later life.

7. Parents. What you do within the home, your own habits, your friends, your morality, the pattern of your day to day living, and your own attitude toward society and law are the most vital factors in a child's upbringing. How do you measure up to society's demands? How can you dunk doughnuts, and then slap Willie's hand for doing it? How can you say, "It was a wonderful party last night. We all got plastered." — and not expect Henry to follow the example when he is 16? You are the strongest influence in your child's life.

8. Develop a program of family fun. A few minutes a day with your children may wear you out, but it is worth every ounce of energy you expend. Have something in common with your child, a night out at the movies, a swim, a walk, a vacation program that appeals to the rest of the family even if you despise it.

9. Develop a mutual respect. When a youngster comes home with what you consider a ridiculous or absurd idea, it may be to him the all-important goal at the moment. Don't put a pin in his bubble, don't ridicule him, don't laugh at him or shun him when he shows you the little airplane he has made. Hurt piled upon hurt gives children—just as it does adults—a feeling of rejection. In children, it comes earlier.

10. Love. There probably could be hundreds of do's and don'ts, and what might be well for one set of parents might be wrong for another set in a similar situation. But the one thing I would say to all parents in all situations is—Love Your Children! There is nothing sadder to a father of a teen-age son to put his arm around the youngster in a demonstration of affection. There is nothing that will take the place of a word of affection spoken to your daughter. It creates a bond that cannot be broken, builds respect, gives encouragement, builds fineness of feeling.

"These are the things that I think about" says Pampanin "as I sit in our juvenile courts and watch the boys and girls who are the results of delinquency. Some can be saved. Some have been so tragically shortchanged that their future is heartbreaking to contemplate.

And so very very many are there because some man and some woman have failed them. That is why I think: "There but for the Grace of God go mine."

## DUO-BED CORPORATION OPENS S. F. SHOWROOM

Duo-Bed Corp. President Elliott Frey and San Francisco Manager C. W. Buchanan were welcomed to the city May 16th by Mayor George Christopher, Chamber of



ELLIOTT FREY  
President, DUO-BED

Commerce General Manager G. L. Fox, and other civic and business leaders, on the occasion of the opening of the nationally known hotel equipment firm's first San Francisco showroom. Located at Van Ness Avenue and Clay Street, the spectacular new facility with a landscaped building front and nine separate model rooms will be Duo-Bed's northern California headquarters for display and sale of its unique bed that makes up for daytime use as a sofa.

The firm sells to hotels, motels and apartment houses through dealers; and to homeowners direct at retail or through architects and designers. Duo Bed Corp., a ten-year-old firm headquartered in Los Angeles, will open additional showrooms later this year in Miami, Chicago and New York.

California's highways are littered with cans, bottles, paper and other trash. Help clean them up and keep them clean. Don't throw trash from your car.

The giant Pacific octopus has been known to reach a weight of over 100 pounds with a tentacle span of over 25 feet.

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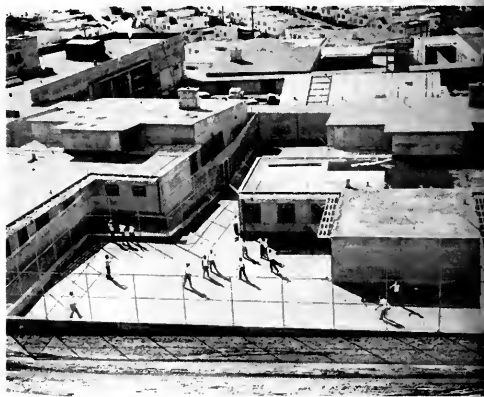
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AND DELINQUENT CHILDREN IN JUVENILE HALL**

**T**HE WELL-PLANNED buildings which make up Juvenile Hall were opened in October, 1950. This event marked a forward stride in the treatment of delinquents and neglected children, for the new cottage-type facilities made it possible to overcome the ill which followed from mixing all children, whatever their background under one roof.

Now, with nine cottages in all, neglected and delinquent children are separated, and there is even segregation within the delinquents themselves, heroin addicts or victims of prostitution being kept apart from much less serious offenders. Three cottages are allotted to neglected children, two to problem girls, and four for problem boys.

of 67 group supervisors working under him. A stalwart, genial dynamo of a man, he has the stamina which can deal with the recalcitrant, and transfuse genuine compassion to the broken. His share has on occasion discovered hidden zip guns and knives on the persons of wily newcomers to perpetually turbulent family.

Looking back on his career,



Aerial view of Youth Guidance Center showing cottages and playground of Juvenile Hall.

Juvenile Hall does not provide long-term re-habilitative care and treatment. Children are held in custody only as long as is required to process their cases and to execute the orders the Court has made in their behalf. Only a minority of children are held even for that reason. Whenever it is at all possible, children are released during the investigative period.

Problem boys are held an average of 11 days, girls 16, and neglected children in the neighborhood of 40 days. School classes are maintained on regular schedule in each cottage, except the nursery, and varied recreative activities fill in leisure time. The object of the teachers is to find some particular subject in which an individual child is specially interested, and to use this as a beach-head for gaining trust and goodwill.

Although the rated capacity of Juvenile Hall is 190 boys and girls, there is from time to time a problem of over-crowding.

Elmer J. Gaetjen, the Superintendent of Juvenile Hall has a staff

Gaetjen laughingly says he started in social work as a kid of ten. One day a little Sicilian boy did not come to school, and young Gaetjen was sent to the child's home in tenement building to find out about him. The stench and sordid conditions were flabbergasting to a boy coming from a good home, and there and then Elmer said to himself: "There is something that should be done about this!"

He worked his way through college as a playground director for the S. F. Recreation Department, and after a spell in private industry, moved into the field which is his real love, graduating from probation officer to his present job. He is married with three children.

A cable car in the playground may be taken as a symbol of the imagination which he brings to his work, finding innumerable well-wishers who enable him to add picturesque elements to the plant at Juvenile Hall.

San Francisco is fortunate to have such a man at a focal point of authority at a time when, as





Every boy receives a medical examination immediately on entering Juvenile Hall.

pointed out in a California Youth Authority handbook, "professional attention to what happens to children and youth while in detention as only recently begun. Juvenile all operations must still be largely guided by 'rule of thumb.' Skills and understandings must be learned on the job. Co-operation and

collaboration between probation officers and juvenile hall workers are needed in increasing amounts and over an extended period of time, in order to learn how to provide appropriate treatment for children and youth while they are in the 'in-basket'!"

## WHIT HENRY

(Continued from Page 4)

rooms are plentiful, while bobcats and skunks are occasionally seen. Birds are numerous and varied, but the majority of them spend their time in the tall treetops or in the smaller trees on the higher hillsides and are not generally seen by the visitor. Fry and fingerlings of salmon and steelhead trout are numerous, moving about in the pools during summer and fall. When the winter rains have raised the water level in Redwood Creek visitors may see, but are not allowed to catch, mature salmon and steelhead trout fighting their way up the rapids to the spawning bed within the monument.

I am indebted to the Superintendent of the Muir Woods National Monument for the information above.

THE POLITICIANS are talking about tearing up the rails of the Key System on the lower deck of the Bay Bridge. There is considerable controversy, and rightly so, as to the wisdom of such action. However, if they really want to tear up rails, why don't they remove the rails on the sides of the bridge that now obscure the view from those riding in autos on the upper deck? That would create work for some people now unemployed and all who now travel the bridge would be grateful. And tourists arriving in San Francisco for the first time would be given a view unequalled in the world to the everlasting credit of the city that knows how.

The first named varieties of cherry trees planted in California were shipped around the Horn and planted in the Napa Valley in 1850.

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**Market Street Needs More Light****Trial Installations in San Francisco**

San Francisco's famous Market Street, once known as the best lighted of all the world's noted streets, may regain that honor. Bernard A. Devine, manager and chief engineer for the city's Bureau of Light, Heat and Power, has his say.

And the downtown's busy "Triangle District," bounded by Market, Mason and Sutter Streets, may once again become one of the nation's best lighted business and entertainment areas.



Virgil Anthony, streetlighting maintenance man for the Pacific Gas and Electric Company, is pictured above inspecting one of the four units comprising a trial installation of modern streetlighting installed at the intersection of Market Street and Duboce Avenue.

Involved is money, a total of perhaps \$200,000, and time—two years at the outside.

Replacing the 203 ornamental "and highly inefficient" old three-lamp lighting units on Market Street's "Path of Gold"—from the Ferry Building to Valencia Street—could cost up to \$125,000, the engineer estimates.

Replacing obsolete two-light units in the Triangle District could cost up to \$75,000 including new poles, modern lighting units and associated equipment.

"It's not a question of whether San Francisco wants a modern street lighting on the 'Path of Gold' and in the Triangle," Mr. Devine declared. "It's a necessity and must be done within the next two years.

"Ornamental iron castings at the lighting standards are disintegrating and cannot be replaced," he continued. "Patterns for the ornamental iron castings are no longer in existence. The particular kind and size of glass globe surrounding and protecting the incandescent lamp bulbs is no longer manufactured."

"During just one rainstorm several weeks ago, cracks in glass globes permitted cold rain water to fall on hot incandescent lamps, destroying 60 of the lamps. Naturally, the lamps had to be replaced—a costly, time-taking job."

Existing heavy steel poles which support both lights and trolley wires on Market Street would

(Continued on Page 23)

## Management Consulting Firm Enlarges Staff

Cresap, McCormick and Paget, nationwide management consulting firm which recently established Western Division headquarters in an Francisco's Russ Building, added five men to its staff this month, according to an announcement by Leland E. Dake, partner in charge of the division office.

Charles W. Harris, former vice president of Montgomery Ward & Co. and of Butler Brothers, who served as Deputy Chief of Supply for the U. S. Medical Corps during World War II, was named CMP's chief western consultant in merchandise handling, mail order business and operating phases of retailing. He will also advise management in warehousing, stock control methods and office space problems.

Drew Q. Brinckerhoff and Joseph F. Klammer of CMP's New York staff are now working out of the San Francisco office. Brinckerhoff, who was assistant director of industrial relations for the Otis Elevator Company prior to joining CMP, will consult on personnel administration. Klammer will work in the fields of general management and personnel.

Robert R. Salyard, who is assigned to general management work, comes to the western division office from CMP's Chicago staff.

Milton F. Heller, Jr., a new member of CMP, will specialize in certain areas of marketing in the Bay Area. He formerly was a Safeway Company executive.

"We are delighted to welcome these five top management consulting specialists to our Western Division staff," said Dake. "I am certain they will add versatility and effectiveness to the service we offer western business and industry."

## WANDA RAMEY

(Continued from Page 11)

gregarious-minded are in the great majority. When asked about the future, she says she wants to go on working in San Francisco. As to marriage and its compatibility with her present exciting career—that is a bridge she will cross when she comes to it.

## HUMAN TOUCH

Such is the flesh and blood behind the voice which is familiar through the daily broadcast of the Anne Todd session to many listeners who have not identified Wanda Ramey on television. When these hearers actually meet her, many express surprise at her youth and are attractiveness, and thereafter with the knob with a sharpened understanding of the human touch and real affinity between them-

## CREDIT CARDS FOR SANTA FE TRAVEL

Santa Fe Railway announced a "stepped-up" program to attract passengers to its streamlined trains.



R. E. CHAPPELL

Ast. Gen. Passenger Traffic Manager, Santa Fe Railway, Los Angeles

Ross E. Chappell, assistant general passenger traffic manager, said the Santa Fe would immediately start pursuing credit card business as an example of "our confidence in rail passenger traffic."

Rail Travel Credit cards, he said, are honored by the Santa Fe for transportation, pullman, meals and refreshments. Bills are offered monthly.

Chappell's announcement was made aboard a dining car of Santa Fe's "San Francisco Chief" on that train's third anniversary celebration.

Harris W. Beck, western general passenger agent, reported the "San Francisco Chief" had shown increased patronage, month by month, since it was placed in service between the Bay Area and Chicago in Spring, 1954.

Chappell also announced the mailing in this area of several thousand letters offering credit card use on Santa Fe trains. And he said all passenger department personnel would start to solicit use of credit cards on the road's streamliners.

selves and this representative who reports exploits of the famous and big and small events to their private firesides.

She went overseas a few weeks ago on a brief visit to England flying by E.O.A.C. and is scheduled to go to Germany where she will interview G.I.s. But she will come back gladly from world travel to her home in Mill Valley, and to work in the city which since she saw it for the first time on a vacation trip has claimed her affection.

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**Letters to Editor**

Dear Sir:

This will serve to inform you and your readers of the road conditions leading to Lake Tahoe and of those around our beautiful Gem in the Sierras.

Highway 50 east of Placerville is under construction for about one mile and delays are experienced by motorists on this route traveling either east or west, although work is progressing very satisfactorily and the contractor and Allan S. Hart of the California State Highway Department are working together to develop better scheduling of traffic during the weekends.

Minor delays may be encountered by travelers of Highway 40 between Weimar and Colfax. Normal flow of traffic is expected all during the summer months as far east as Truckee. Here the picture changes for Highway 40 as delays of up to two hours can be expected at certain times of the day. 8:00 a.m. to 10:00 a.m., 1:00 p.m. to 3:00 p.m. and 6:00 p.m. to 8:00 p.m. are the only periods when the contractor may halt traffic for an extensive time.

There is an excellent alternate route avoiding the delay of traffic on Highway 40 east of Truckee, California. If your readers will travel the right-hand fork of the Y at Truckee, taking Highway 89 to the north shore of Lake Tahoe and Tahoe City, they will then be able to travel along the north shore of Lake Tahoe into Nevada, and from there over the Mount Rose Highway to Reno.

Sincerely,

FRED M. SCHULTZ,

President, Lake Tahoe-Sierra Chamber of Commerce, Tahoe City.

Dear Sir:

What happened to the admirable theater column you started? I was hoping this might be extended to include other arts, especially in view of the fact that the wonderful de Young Museum and the California Palace of the Legion of Honor are numbered among City services and fine concerts are held in summertime at Stern Grove. Why can't you give a break to some of your readers who believe there is something in life besides statistics and finance?

MISS K. H. WATSON,  
1386 Page Street,  
San Francisco  
\* \* \*

Ed.—Thank you for the tip. It must be telepathy, for before we received this letter we had planned to resume the theater column, and later to expand it into a commentary on the Lively Arts in general. Don't forget, however, that without experts who keep our household accounts there would be no de Young Museum. Give our statisticians and the calculators on our budget committee a break!

**Mayor's Exec. Secty. is Administrative Official Representative and P.R.O.**

(Editor's Note—This is the fifth in a series of articles about the Municipal Executive Employees' Association, the only organization of its kind in the country, and the top officers of the M.E.E.A. since its founding 14 years ago.)

By VIRGIL L. ELLIOTT

Director, Bureau of Public Service  
San Francisco Public Utilities Commission

MAJOR GEORGE CHRISTOPHER made a wise choice when he took office early last year by choosing as his executive secretary a man whose integrity and capabilities had long since been proven in city government.

The fact that the Municipal had picked Joseph J. Allen for influenced Mayor Christopher in his choice. For as head of the M.E.E.A., Allen demonstrated an administrative prowess and affability that placed him high in the esteem of his municipal colleagues.

Those abilities and those characteristics proved Allen to be worthy of the Mayor's judgment in selecting him as his chief aide.

**PAST SERVICE**

Allen's city service includes serving for eight years as secretary of the San Francisco Library Commission and previous to that secretary for one year of the San Francisco Fire Commission.

It was during his term as M.E.E.A. president that legislation was initiated lifting the salary ceiling on retirement benefits, which had been \$900 monthly. He also inaugurated "in service" training meetings and helped to bring about closer cooperation between executives in the School Department and other city departments.

Besides serving as president of the Association, Joe has headed a number of M.E.E.A. committees, including program, public relations and membership.

The M.E.E.A. is comprised of some 150 top-flight city executives, banded together to foster and promote higher standards of professional ethics and efficiency.

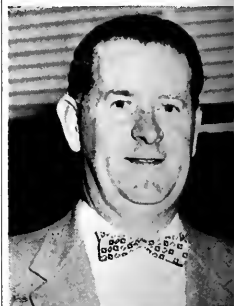
The official definition of Allen's duties as executive secretary to the Mayor follows:

"Subject to administrative approval, acts as chief assistant to the mayor in the performance of the executive duties of the office of the mayor; represents the mayor as requested officially at public meetings and functions; assists in maintaining contacts with municipal departments and other governmental agencies; supervises and directs the activities of the personnel of the mayor's office; supervises and directs publicity and public relations of the office; and performs related duties as required."

**FASCINATING JOB**

This imposing list of duties is matched literally with a heavy schedule of responsibilities. In actual practice the job is demanding. Joe prefers to describe it as "chal-

Executive Employees' Association president in 1954-55 may have



JOSEPH J. ALLEN

Executive Secretary to the Mayor

lenging" and as undoubtedly "one of the most interesting positions in city service."

Joe's educational background includes graduation from Sacred Heart and the University of San Francisco. He did post-graduate work at San Francisco State College.

A native San Franciscan and years of age, Allen is a past president of the USF Don's Club, the USF Council Y.M.I. and the P.Kappa Ki fraternity. He is a past officer of the USF Alumni Association and the Fathers' Club of St. Gabriel's. He has served as public information officer for his Navy Reserve unit. His World War Navy tour of duty took him to the Aleutians, the Philippines and other central and southwest Pacific areas.

Joe and his wife, Vera, reside at 2186 Thirty-sixth Avenue with their two sons, Joseph Jr., 14, and Robert, 10, and their daughter Carolyn Maria, 6.

Izaak Walton, patron saint of the angler, wrote "The Compleat Angler," in the year 1653.

California's 1956 farm crops have a value of \$1,700,296,000, compared to \$1,652,990,000 in 1955.

# Theatre

## Brightness Reigns

The Curran and Geary Theatres have been dark for a regretted period, but in June this bleakness will be generously made up for by a blaze of theatrical glory.

The Civic Light Opera opens on June 3 with Mary Martin in "South Pacific," to be followed by "My Fair Lady," with Brian Aherne and Anne Rogers, "Fanny" starring Italo Tajo, Claude Dauphin and Doretta Morrow, and Mary Martin in "Annie Get Your Gun," co-starring John Raitt. All shows will play five weeks each at the Curran, except "My Fair Lady," which goes to the War Memorial Opera House for its capacity.

During its twenty-five year history, with Edwin Lester as General Director, the Civic Light Opera as presented about 2,300 performances of musical shows at the Curran and Opera House. This summer represents eighty shows, fifty-five of which were produced by Lester; and the others were imported from Broadway as the biggest hits of their time. First show of this sequence was "Blossom Time" which played a week at the Curran, starring John Charles Thomas, who was brought from grand opera to the light opera stage.

### NEW FACES

The Civic Light Opera has given Bay Area theater-lovers a number of opportunities of seeing try-outs of musicals which later became Broadway hits, such as "Song of Norway," "Kismet," and "Peter Pan." It has also discovered new faces and voices such as John Raitt, Mitzi Gaynor, Jan Clayton, and Gwen Verdon.



**RUTH GORDON**  
Comedienne

Opening at the Geary Theatre on June 4 is Thornton Wilder's comedy "The Matchmaker," with Ruth Gordon, Loring Smith, and Patricia Cutts heading the cast. Staged by famed Old Vic director Tyrone Guthrie, the play portrays the maddening antics of a widowed

merchant who comes to New York in the 1880's to find a wife with the aid of a match-maker.

The Alcazar Theatre on O'Farrell St.—one of the most theatrically nostalgic houses in the United States—has become again a place of pilgrimage thanks to the flair and imagination of Randolph Hale. Like the Geary and Curran, it suffers from intermittent periods of darkness, but now it shares with them a bright return.

Maurice Evans, of the clear, flute-like voice and swashbuckling presence, continues as King Magnin in Bernard Shaw's "Applecart," with Signe Hasso as partner in stage wit and mischief, until June 8. In contrast to Shavian satire and seriousness, Noel Coward's mordant comedy of manners, "Fallen Angels," will follow on June 10, with Hermione Gingold and Mary McCarty. It will continue until June 29.

Coming to the Alcazar on August 26 is: "The Diary of Anne Frank," a profoundly poignant play with a New York cast including Joseph Schildkraut.

—A.T.

## Improved Highway Will Speed Tahoe Traffic

Bids for widening and surfacing of Highway U.S. 50 from the junction of State Highway 89 to the California-Nevada State line, were opened in Sacramento, according to word received from Alan S. Hart, District Engineer, California Division of Highways.

The contract was awarded to the Baun Construction Co. of Fresno, Calif., which submitted a bid of \$305,824.10.

The project will include resurfacing with plant-mixed surfacing on cement-treated base of the section of highway from Tahoe Valley to Al Tahoe. From Al Tahoe to the California-Nevada State line the roadway will be reconstructed as a 64-foot street section. The surface of this section will also be plant-mixed surfacing on cement-treated base.

The highway improvement is being made to provide adequate traffic capacity and to improve the road drainage facilities, Hart said. The road will follow the present highway alignment.

Traffic will be permitted to pass through the construction area at all times under control, Hart said. In the section from Al Tahoe to the State Line, the 16-foot outside lanes will be built prior to the reconstruction of the existing roadway.

Two powerhouses, Mocasini Creek and Early Intake, utilize the drop of water from higher elevations in the mountains in its course to San Francisco.

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**Crocker-Anglo Bank  
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**D**URING the 1956-57 San Francisco Junior Achievement year, the Crocker-Anglo National Bank sponsored two of the many "corporations in miniature" which were organized by high school students.

One group of Junior Achievers formed C-A Plastix Unlimited under the guidance of the bank's head office (1 Sansome Street). Plastix Unlimited was made up of eight high school sophomores, juniors and seniors who engaged in the manufacture of plastic sweater bags, book covers and record envelopes. In accordance with Junior Achievement procedures, the firm was capitalized through the sale of stock, headed by teenage officers and developed through the production, promotion and sale of its products. During its existence, the group was guided by Crocker-Anglo advisors Irving Wilson, Michael Walsh and John Mona from the head office.

The second Crocker-Anglo JA company was organized by the 1 Montgomery Street office with Cecil Head, Reno Faolini, Tom Acton and Joan Lees as advisors. The eight students in this group manufactured leather coasters under the name, Imperial Leather Company. With an authorized capital of \$100, they set up production, overcame problems of manufacturing waste, successfully marketed their hand-made product and expect to show a profit to their shareholders.

At the close of its sixth year of Junior Achievement sponsorship, Crocker-Anglo Bank is as solidly behind this civic project as when it was inaugurated in 1951, and the bank is anticipating a seventh year this fall. Officers of the bank feel that JA is one of the best methods yet devised to give young people an insight into the workings and responsibilities of the American business world.

**CITY PLANNING COURSE  
TAUGHT FOR FIRST TIME**

"City Planning in Relation to the School District," believed to be the first course of its kind ever presented in an American university, will be taught this summer at the University of California, Berkeley.

Designed to acquaint teacher counselors, and school administrators with city planning programs and the need for metropolitan regional planning, the course will begin June 17.

Listed as City Planning 101, the course, which will include field trips, guest lecturers and films, will be accredited toward a teaching credential and a higher degree in education.

Mel Scott, who will lecture during the six-weeks course, is widely experienced in city planning, housing, and civic organization and author of "Cities Are for People" and "Metropolitan Los Angeles One Community," which are in use in Los Angeles city schools. He is currently completing a history of the physical growth of the San Francisco Bay region.

Additional information concerning the course may be obtained from the Department of City and Regional Planning, University of California, Berkeley 4.

**Lake Tahoe Invitational  
Golf Tourney June 21**

Peter Marich, noted golf professional of Reno, Nevada, announces that the Lake Tahoe Invitational Golf Tournament will be held June 21, 22, and 23, over three courses on Lake Tahoe: The Shore City, Brockway, and Glenbrook.

It will be a 54-hole event, with two amateurs teaming for better ball. Defending champions are Tony Donadio and Bill Hunter.



TEEN-AGE EXECUTIVES AT WORK

## MARKET STREET

(Continued from Page 18)

etained, minus all or most of the rammental iron castings around the torch-like lighting units, Mr. Devine explained. Extensions and turning arms or brackets at the top of the poles would raise the few lights to approximately 32 feet above the street—six feet higher than the present lights.

To help San Francisco and its downtown merchants select the kind of new lighting they prefer or the "Path of Gold" and the Triangle, the city, manufacturers and the Pacific Gas and Electric Company are co-operating in a number of trial installations at various downtown locations.

Present lighting on the pavement and sidewalks along the "Path of Gold" approximates one-half of a footcandle—unit of lighting intensity, Mr. Devine reported. Lighting in the Triangle is just as inadequate, he said.

The engineer holds these footcandles to be raised to not less than 1.8 footcandles on Market Street and 1.5 in the Triangle, levels presently recognized by lighting engineers as good street lighting. Raising the levels to such intensities, he believes, would automatically boost evening and night traffic on the streets and in stores and places of entertainment by making the pavement, sidewalks and building facades lighter and more attractive.

Mr. Devine cited examples to show what some American cities are doing about the street lighting problem. These included:

Atlantic City's famous Boardwalk, where color-corrected mercury units have brought the level of lighting to 2.1 footcandles—more than four times as bright as Market Street.

Philadelphia's Market Street, where an average lighting level of .7 footcandles is obtained from similar units.

Phoenix, Arizona, where three streets in the downtown business district boast a level of 2.5 footcandles, provided by color-corrected lighting units.

"A recent modernization program on Chicago's famous State Street now provides between 1.5 and 2 footcandles there—and the city and its State Street merchants already are talking about still another installation designed to increase that intensity more than five times," Mr. Devine reported.

In his campaign for better downtown street lighting, Mr. Devine is seeking the active co-operation of merchants, real estate, hotel and other civic groups, he reported. He is asking that several such groups appoint lighting committees to visit and study the trial street lighting installations, then report to the Bureau on what kind of lights they prefer, and why.

## S. F. Stern Grove Music Programs Announced

The midsummer Music Festival in Sigmund Stern Grove in San Francisco will open June 16 with the traditional carnival of the Recreation-Park Department.

The first formal event on the schedule is an orchestra concert on June 23 dedicated to the mem-

ory of the late Mrs. Sigmund Stern and will feature the San Francisco Symphony Orchestra.

Other Grove events will continue each Sunday during the summer. On August 4 Kurt Adler will conduct the Symphony Orchestra in a program featuring the winners of the Merola Memorial Fund Audition as soloists. Other events include opera and ballet performances, an Italian festival program

and a program by the Lola Montes Spanish Dance Group.

Admission to the natural amphitheatre in which Stern Grove is located is free.

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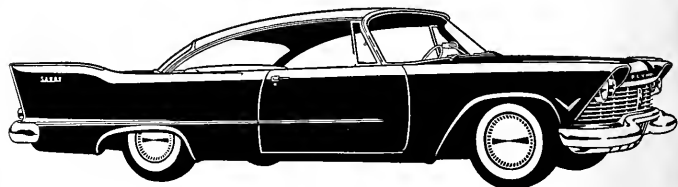
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## Around and About

By WHIT HENRY

WITH ALL THE TALK about new bridges across the bay, and talk about another bridge to Tiburon from Russian Hill, take up the tracks on the Bay Bridge, leave the tracks on the Bay Bridge and so on ad nauseam, why not consider the bay itself as a solution to the traffic problem?

Is it a sacrilege to mention a ferry boat? Boats with a modern design should be able to operate successfully and profitably in competition with the bridges. And with the cost of gasoline going ever upward, the idea becomes more and more attractive.

Maybe it is a pipedream of mine, but I do think that the idea is sound. The powers that be seem to take delight in appointing commissions to study problems like this, so why not a commission to look into this matter?

\* \* \*

The American Trust Company publishes two very interesting booklets that should be prized by every San Franciscan. One is "Colorful California Names" by Thomas P. Brown and the other is "San Francisco Street Names" by Henry C. Carlisle.

Here is an excerpt anent Jasper O'Farrell, after whom O'Farrell Street is named: "Made the first comprehensive survey of San Francisco. Employed early in 1847 to make a survey San Francisco and extend the mapped limits of the city. His map covered the area bounded by Post, Leavenworth and Francisco Streets and the Bay. It was probably O'Farrell who had the most to say about naming the streets within that area and who chose so many pioneers.

"This 1847 map also included the water lots granted to the city by General Stephen W. Kearney, which were subsequently sold at auction. The location and present width of Market Street, parallel

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## WHIT HENRY

(Continued from Page 3)

to the Mission Road, were established by O'Farrell. He was a graduate civil engineer, acquired wealth in land holdings, served as state senator and was a popular resident of early San Francisco.

\* \* \*

### LIQUOR AND LONGEVITY

The horse and mule live 30 years  
And neither know of wine and  
beers.

The goat and sheep at 20 die.  
And never taste of Scotch or Rye.  
The cow drinks water by the ton  
And at 18 is mostly done.

The dog at 15 cashes in  
Without the aid of rum and gin.  
The cat in milk and water soaks  
And then in 12 short years it  
croaks.

The modest, sober, bone-dry hen  
Lays eggs for nogs, then dies at  
ten.

All animals are strictly dry:  
They sinless live and swiftly die.  
But sinful, ginful rum-soaked men  
Survive for three score years and  
ten.

And some of them, a very few,  
Stay pickled till they're ninety-  
two.

\* \* \*

In the heart of the Mother Lode country is Amador County, with the town of Jackson, the county seat. Amador is a Spanish word meaning love. Gold mining operations began there in 1848 and the county was proclaimed in 1854. Angelo Rossi, who rose to fame as Mayor of San Francisco, was a native of Amador County.

Like many of the foothill counties, Amador has two mountain streams as its county boundaries, the Cosumnes on the North and the Mokelumne on the South. The middle Eastern part of the county is only five miles wide, a panhandle county with a ridge back. State Highway 88, better known as the Kit Carson Highway, traverses this ridge.

West of Highway 49 lies the Ione clay fields and the town of Ione on the edge of the ancient Ione Sea. It is a simple task for a layman to find ancient fossil remains in the clays, when they were the bottom of this extinct sea, and the country along Highway 49 with its hydraulically eroded and eroded gulches makes it a rock hound's paradise.

A never to be forgotten delight for every visitor is the well preserved ghost town of Volcano, nestled at the base of the surrounding bare hydraulically eroded hills from which over \$9,000,000 in gold was recovered. Here also is the Masonic Cave where in 1854 the Masons of Volcano held their first five meetings.

(Continued on Page 6)



JUST FOR THE RECORD—Joe Dee, Vice-President of Brooks Camera "shoots" Henry Hite, eight feet of "Giant Janitor." Hite, the world's tallest man, is a public relations representative of the American Building Maintenance Co. That's a tiny Minox camera Henry is using, while Joe holds standard Speed Graphic.

## City's "Snowmen" May Use Helicopters

San Francisco's four-man snow survey team may go modern and use helicopters for access to isolated mountainous areas, according to Hetch Hetchy Project Manager Harry E. Lloyd.

Gone will be the six-to-ten-day precarious treks by the "snowmen" hydrographers using skis and snowshoes. With a helicopter, the trip can be made in a single day.

Lloyd informed the city Public Utilities Commission that a study was being made looking toward possible use of helicopters for both snow surveys and stream gauging procedures on the Tuolumne River watershed.

San Francisco's chief source of water is this Sierra watershed from which the snow melt flows by gravity some 200 miles across the San Joaquin Valley and through a Coast Range Tunnel to reach the local consumers.

Lloyd said the helicopter plan "has considerable merit." It is being used with success by several other utility firms in the state, he explained.

The city's "snowmen" are R. Dahl, John Rawles, Don Pauls and Ed Davies.

Usually four trips are made each season during the early parts of January, February, March and April. Measurements are made thirteen snow courses above 7,500 foot level.

Five cabins, stocked with provisions in the fall, are located near the snow courses. Oftentimes the men have to dig down through many feet of snow to find the cabin. And sometimes a blizzard confines the men to one cabin for several days at a time.

The survey men sample the water content by use of a hollow tube which is twisted down through the snow to its full depth. The tube is then weighed.

The tube is broken down into 12 inch sections for carrying. Its eight sections will measure up to 2 inches of snow. Several snow samples are taken along each course.

The job of the snow surveyor is dangerous and lonely, but on the other hand he glimpses natural winter wonderland. By using helicopters, he still can view the beauty of the snow-clad mountains, and under much more comfortable conditions.

A Living Link Between Two Eras . . .

# Walter Hammond Duane

## Veteran President of Fire Commission

### Admires Chief

By WILLIAM FLYNN

**W**ALTER HAMMOND DUANE, attorney, president of the San Francisco Fire Commission, is a living link between two eras in the history of San Francisco.

He is one of the last figures of parochial influence who have been active in the administrations in the pre-World War II and the Post-war eras.



"GET IN THERE FAST AND PUT 'ER OUT"

Hoseman Don Lustenburger of Engine Company 7 receives the line from Hoseman Pat Walsh during a third-alarm blaze.

The son of John A. and Annie Hammond Duane, the president of the Fire Commission was born in San Francisco on August 18, 1885. He received his education in the

local public schools and was graduated from what is now the University of San Francisco with a degree in law in 1911. The same year he was admitted to the bar of Cal-

ifornia and began the practice of law.

For a number of years Mr. Duane was widely known in San Francisco as a criminal lawyer. Later he abandoned this type of practice to specialize in corporate and estate legal problems. At the present time, he maintains his offices in the Mills Tower in the financial district.

Mr. Duane is a small, dapper individual. As a member of the Fire Commission, currently serving a year as president, he has been active for the first time in his life as an "official" city official.

Despite his intimacy with municipal government for more than a generation, he never before had accepted appointment to a municipal post. But that does not mean that he did not have considerable influence on the development of policies that issued from the Mayor's office in City Hall.

One of the most colorful Mayors of San Francisco was the late Angelo Joseph Rossi, the native of Volcano, California, who was the right mayor, for the right city, at the right time. The era of the Rossi generation ended with the beginning of World War II when national and international affairs intruded themselves sometimes rudely into what was the relatively placid life of San Francisco.

#### PERSONAL ADVISER

During the years of the Rossi incumbency, Mr. Duane was practically an ex-officio member of the city government. The Mayor's personal attorney and personal friend and "adviser," as he now describes the relationship, the attorney from the Mills Tower had more than a layman's influence on the conduct of municipal affairs.

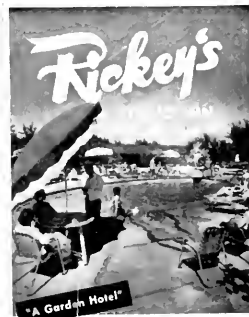
The fact that Mayor Rossi won re-election several times may be considered something of the handiwork of Mr. Duane who not only advised him about his personal problems but also took a hand in developing the Mayor's thinking concerning political problems.

After the defeat of the Rossi administration, Mr. Duane retired from the City Hall during the administrations of Roger Dearborn Lapham and Elmer Edwin Robinson. But that did not mean that he was out of touch with local politics.

Early in the career of an up and coming young supervisor, one George Christopher, Mr. Duane became active in his "camp." When Mr. Christopher made his first bid to be Mayor of San Francisco and lost by about 2,500 votes to Elmer Robinson who was then seeking re-election, this campaign was conducted under the direction of Mr. Duane as chairman of the campaign committee.

Mr. Duane also was active in the Christopher campaign for re-election three years ago, which, in reality, was a trial heat for the Mayor's campaign that was to come when Elmer Robinson finished his incumbency, limited to two terms by the city charter.

Had Supervisor Christopher failed to win re-election by an outstanding margin in his last race as Supervisor, he and his supporters would have seen his chances and ambitions to be Mayor drift down



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the stream and be lost.

But the result of the vote was satisfying to all concerned but the Christopher opponents. And when Christopher was elected Mayor, Mr. Duane was active in that campaign. Shortly after the new Mayor was inaugurated, his old friend and sometimes personal attorney was appointed to the Fire Commission.

As president of the Fire Commission, Mr. Duane is not greatly concerned with the problems of administration and he has little or no technical or professional interest in the task of putting out fires.

### ADMIRE CHIEF

He is perfectly satisfied with the way in which the department is administered by the professionals and considers Fire Chief William F. Murray one of the outstanding fire department executives in the nation.

"We have no special problems in the fire department," President Duane of the Commission says. "Everyone agrees on that. We have a wonderful chief doing a splendid job. The morale of the department has improved since Chief Murray took over."

"And I might add we have a very fine commission."

"If we can keep going just as we are, I will be perfectly satisfied."

"We have over 1,800 men in the department and there are very few delinquents among them. Delinquency is practically nil."

Discussing the needs of the department, he continued:

"None of us have all the money we need. But we have no kick. The equipment is in good condition. There are a few things that we need that we don't have, but we don't need a bond issue. We could use a fire boat. But that is an old story."

In addition to the demands of his law practice and his duties as a city official, Mr. Duane has one hobby that particularly interests him. He plays golf, in the "Eisenhower" low eighties.

He belongs only to the Press and Union League Club and the Commonwealth Club of California.

With his wife, the former Rosalind Meyer, he lives at 2750 Divisadero Street in the Pacific Heights district. His son, James H. Duane is a realtor.

## WHIT HENRY

(Continued from Page 4)

In Jackson the Amador County Museum is housed in the old Brown Home which was a show place of the 50's and 60's. There you can walk in its well kept gardens and enter its two story red brick statelyness and view most of its original furnishings as did many of California's prominent pioneers. A visit to the Mother Lode Country is a visit to the 19th Century.



WALTER HAMMOND DUANE, veteran President of the Fire Commission, believes in letting the experts get on with their job.

## Bay Area Men Slated to Winter in Antarctica

Nine Bay Area men are among those wintering-over in Antarctica through next October as part of the activities of the United States scientific research program for the International Geophysical Year—1957-1958.

In all, 31 of 305 Americans list the State of California as their home—the largest number from any one state. New York state is runner-up with 29 men.

A roster of wintering-over personnel, released by the Commander, U. S. Naval Support Force, Antarctica, includes 243 Navy personnel, 59 U. S. scientists, the Marine Corps personnel and 12 scientists from foreign countries, including one observer from Soviet Russia.

Seven wintering-over camps have been established, including one at the geographic South Pole.

Nine Navy men and a like number of civilian scientists will be the first to attempt to survive a winter there.

Among Bay Area personnel, Lieutenant Robert G. Anderson, USN, son of Mr. and Mrs. R. J. Anderson, comes from Alameda. J. McKim Malville, IGY Aurora and Air Glow specialist, son of Mr. and Mrs. N. J. Malville, is a San Franciscan, and Eugene G. Jobe, builder first class, USN, son of Mr. and Mrs. Elmer N. Jobe, comes from South San Francisco.

At the New Almaden quick silver mine, the first white operators in 1845, found at the face of a tunnel nearly 60 feet long, Indian skeletons and rude mining tools for extracting cinnabar.

The Golden Gate Bridge at San Francisco has a 60-foot roadway carrying six lanes of traffic and two 10½ foot sidewalks for pedestrians.

For the Record . . .

# "MAKE NO LITTLE PLANS"

## S.F. Chamber President Discusses Good Neighbors Around the Bay

By E. D. MALONEY, General Manager  
Pacific Telephone and Telegraph Co.

**WE SAILED** down this magnificent Bay with a light wind, the tide, which was running out, carrying us at the rate of four or five knots. It was a fine day; the first of entire sunshine we had had for more than a month. We passed directly under the high cliff on which the Presidio is built, and stood in the middle of the Bay, from whence we could see small bays, making up into the interior, on every side; large and beautifully-wooded islands; and the mouths of several small rivers.

"If California ever becomes a prosperous country, this Bay will be the centre of its prosperity. The abundance of wood and water, the extreme fertility of its shores, the excellence of its climate, which is as near to being perfect as any in the world, and its facilities for navigation, affording the best anchoring grounds in the whole western Coast of America, all fit it for a place of great importance."

Richard Henry Dana's prediction, made in 1835 in his famous work "Two Years Before the Mast," began to come true almost immediately. Descendants of the men of the clipper ships and the Argonauts and the later Argonauts who visited San Francisco for the first time during the Spanish-American War and the two World Wars have continued to arrive in such numbers throughout San Francisco's first century that it is only a matter of time before what we still think of as separate counties and cities will become one vast populated, developed area.

### NEED TO PLAN

How well it is developed for future generations depends on our ability to plan now. And only a regional approach to the growth problems of the San Francisco Bay Region can solve them.

This conclusion, long a working principle of the San Francisco Chamber of Commerce, is now borne out by recent studies which show that by 1960 there will be one vast populated area on every shore of the bay with a population exceeding 4,500,000.

This is not a sudden development. Since 1950 the thirteen

county Bay Region has had an average monthly population gain of 10,500. This inevitable phenomenon of growth was simply accelerated, not begun, by the fact that hun-

dreds of thousands of servicemen, defense workers, and travelers visited the area for the first time during World War II and resolved to move here.

The San Francisco Chamber of Commerce, founded in 1850, has long taken a regional approach to the solution of the problems of the thirteen-county Bay region. But the development of this approach was evolutionary, for the first cause the Chamber endorsed in 1859 was "Sales and customs established for the benefit of the consignor, consignee, shipowner and merchant." While the Chamber still works directly for the benefit of these individuals, its indirect efforts for them have increased tremendously through the years.

This year, for example, to mention only a few of its fields of endeavor, the Chamber has been concerned with cutting the Federal budget by at least five billion dollars, the development of fair employment practices on a voluntary rather than a compulsory basis, development of a sound water policy for the State, and numerous national and international transportation matters.

It has considered trade and industrial tours ranging as far abroad as Japan, Hong Kong and the Philippines and as far away regionally as Dallas, the reclamation of 600 additional commercial and industrial acres for San Francisco through the Hunter's Point reclamation district and redevelopment of major portions of San Francisco to increase the efficiency of land use and to restore land values.

In addition, progress has been made towards a San Francisco Bay Area rapid transit, and the development of improved traffic patterns, freeways and parking facilities.

The Chamber has also given continued support to such major regional events as the Grand National at the Cow Palace.

These goals have been implemented by a staff of nearly sixty,

The substance of this article was delivered in the form of a speech at a recent annual dinner of the San Mateo County Development Association. We persuaded Mr. E. D. Maloney to develop and expand his ideas for publication because we believe that they deserve active study by everybody who is concerned about the welfare of the thirteen counties. Born in the Bay Area in Larkspur, Marin County, Mr. Maloney is an alumnus of the University of Santa Clara who advanced his career by four years of night law school at the Oakland College of Law. He was admitted to practice in California in 1929. He rose from the position of salesman in the Pacific Telephone and Telegraph Co. to the rank of general sales manager in 1941, and in 1953 became Vice President and General Manager of the Northern California area of the company. He was elected President of the San Francisco Chamber of Commerce on December 4, 1956.

Mr. Maloney has two grown children, a son, Richard B., employed by the Telephone Company in Oakland, and a daughter, Sheila Ann, 21, a senior at the Dominican College in San Rafael. His background eminently qualifies him to write with authority on Bay Area potentialities.



E. D. MALONEY with MAYOR CHRISTOPHER. They agree with what City Planner Daniel H. Burnham said fifty years ago.

working under 13 departments, 24 committees and more than 22 sections and subcommittees. It is no secret, then, that our approach to most of the area's problems is regional and this broader view is reflected by the fact that fifteen of our thirty-one directors, business leaders of San Francisco, reside in San Mateo County.

#### REGIONAL PROBLEMS

Our directors thus have gained first hand experience on regional problems through living in the counties which are San Francisco's neighbors—Alameda, Contra Costa, Marin, San Mateo and Santa Clara.

This is as it should be. Certainly the City of San Francisco, throughout its history of more than one hundred years, has continued to nurture the regional, national and international influence inherent in its founding by the men of Spain and Mexico.

Perhaps the full import of its international influence came during the signing of the United Nations Charter and the Japanese Treaty; further fulfillment lies ahead in the increasing number of international meetings and conventions scheduled to meet in the city.

This development has been concurrent with the continued development of San Francisco as a headquarters city of the American West and a "Core City" of one of the richest areas of the world.

At the heart of this rich economic unit are San Mateo and San Francisco Counties, which together have the bulk of the population of the area and whose residents have an effective buying income which is one of the highest in the nation, considerably above the nine-county average and well above the average for the State of California.

Following as natural concomitants of the high income are retail sales in the two counties which totalled more than one and one-half billion dollars in 1956. "Value added by manufacture," in these two counties totalled more than \$539 million by the latest census. Industrial expansions in San Francisco during the first quarter of 1957 were seven and a half times the commitments in the first quarter of 1956.

As industry expands further in the area, we are bound to face even greater challenges of solving our problems as good neighbors. Greater challenges must be developed to solve this industry that we have attracted to the area and we must constantly turn our eyes to a horizon of almost unlimited potential—the movement of which depends on the ability to transcend, when necessary, the limitations of parochial or factional thinking.



Aerial view of eastern portion of rapidly developing San Mateo County and the County of San Francisco, with Marin County in background.  
Moulin Studios, S. F.

#### MORE TRAVEL

In 1956 there was a total passenger car and truck registration in the two counties of more than 460,000. According to a recent study by our research department, 328,064 motor passengers travelled in both directions between San Francisco and San Mateo County on a typical 24-hour day in 1956. A number of these were tourists bound for points beyond the two counties. But a considerable portion of them were bound for jobs in the two counties, an example of the interdependence for personnel to carry on the thriving commerce and industry of the two-county area.

Thirty corporations with combined assets of \$30.8 billion which have their national headquarters in San Francisco draw a large percentage of their staffs and leadership from San Mateo County residents and as the fine industrial parks in San Mateo County continue to develop and thrive, the converse is becoming an increasing truth.

All the statistics point to the tremendous interdependence of the two counties and the massive interchange of people, goods and ideas which goes on daily. One might call this the mobile side of the picture.

A number of permanent factors of the area, inherent in its topography and geography, are also

shared. The development of the Bayshore Highway and joint Highway Districts 9 and 10 have facilitated this daily exchange and represent facilities jointly shared by the two counties. The San Francisco International Airport, actually more convenient to San Mateo residents than to San Franciscans because of topography, is another excellent example. The water resources jointly serving San Francisco and San Mateo Counties have allowed them to keep pace with the tremendous population and industrial influx which has gone on since World War II.

They are also examples of problems which transcend the local level and which have, in the past, been solved by raising our sights to the regional and state level. I have great confidence in the local businessman and city government to solve the problems which are unique in the vicinity, but point again to the need for regional solution of problems affecting such an economic unit as the one comprised of the two counties.

The control of air pollution is a fine example of the problem which doesn't recognize any man-made boundaries and can only be solved on a regional basis. The development of rapid transit to serve the individuals and firms within an increasingly complex regional community is another.

High on the priority list of such

regional needs therefore are rapid transit and air pollution control. The need for the first is obvious in view of the figures quoted earlier—a combined passenger car and truck registration for the two counties of more than 460,000 and a daily passenger movement by automobile alone between the two of about 328,000 in each direction.

That same Bayshore Highway which so many have worked for in the past is already obsolete in terms of numbers and cannot do the job alone. Various additional highways being proposed cannot in themselves solve the problem, for they would bring with them greatly aggravated problems of traffic congestion and parking in San Francisco, as well as in the cities of San Mateo County.

#### AIR POLLUTION

Also, research continually bolsters the suspicion that increased dependence on automobile transit will not only multiply traffic and parking problems, but will continue to aggravate problems by air pollution.

As the counties continue to develop, and they surely will from every sign which has appeared in the last ten years, so will the interdependence, particularly in terms of personnel. The proposed Bay Area Rapid Transit District appears to be the best provision for the rapid transportation of



personnel between points within the five county area.

The act was unanimously endorsed by the Board of Directors of the Chamber, the membership of which includes residents of Alameda, Marin and San Francisco and San Mateo Counties.

Complete support of the act on a regional basis has been slow in developing, but now it has been passed. It augurs well for the development of Rapid Transit that the Chamber, representing regional leadership, was the first organization to endorse the technical and financial studies as well as the legislation itself.

The San Mateo County resident who commutes to his place of business in San Francisco will be able to save many hours a year when this system is realized, and both communities stand to benefit from the increase in his time available for business and civic participation.

Similarly the problem of air pollution must be solved on a mutual basis. An average of one million conventioners and visitors come to San Francisco in an average year, to the benefit of the entire area. This is particularly pertinent to San Mateo County, with its growing motel and hotel industries. Not only San Mateo and San Francisco Counties but the entire Bay Area stands to lose if the air pollution district does not receive the regional support that it must have to succeed.

The Bay Area is being welded into one economic unit, even though it contains some 76 incorporated areas and more than 100 political subdivisions. The prosperity of every businessman in the area will be vitally affected by the prosperity of the entire region. Therefore, we must examine critically and objectively the adequacy of our regional framework, to enhance our economic destinies and solve the many problems which face us.

For this reason we should scrutinize with care Mayor George Christopher's recently proposed study of our two counties, particularly in regard to master-planning the destiny of the area for the future. Certainly we should take every opportunity to evaluate objectively ways and means of solving our problems mutually. Recreation, schools, county government, fire protection, civil defense, our water supply, highways, Rapid Transit, airport facilities, industrial planning and reclamation are among the principal areas where a more closely co-ordinated approach might well pay off for the two counties. The man who pays the bill, the taxpayer, will stand the most to gain.

#### DECISION URGENT

We have good neighbors in the past and now enjoy a mutual interdependence which will, I be-

lieve, become even more productive in the future.

But statisticians, civic organizations, city and county governments and even scientists can point out the needs for regional planning for some time to come without real results being achieved. In the last analysis the leaders of our regional community cannot achieve solutions to these problems unless they are armed with a clear mandate from the people of the San Francisco Bay Region. Public education must be accomplished; then when the people have the facts, they must decide. Citizens' committees and organized leadership must then have the courage to carry out these mandates.

One of the most eminent architects and city planners of our century was Daniel H. Burnham of Chicago. His precept is a good one for us to keep in mind, for if we do, I am assured that we will be able to work together for the good of the area even more in the future than we have done in the past.

He said, more than fifty years ago, when presenting a plan for the redevelopment of San Francisco:

"Make no little plans; they have no magic to stir men's blood and probably themselves will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone will be a living thing, asserting itself with ever-growing insistency. Remember that our sons and grandsons are going to do things that would stagger us. Let your watchword be order and your beacon beauty."

### Jet Age Will Intensify Air Lines Competition

Yoshito Kojima, vice president and managing director of Japan Air Lines, visited San Francisco on a trans-continental tour of the United States, spoke about the forthcoming revolution of the jet age, and how his company proposes to meet the challenge.

He addressed the Aviation and Transportation Committee of the San Francisco Chamber of Commerce, pointing out that in 1960 Japan Air Lines will get delivery of DC 8's, and so join the aviation industry in the new era of jet transportation.

"The jet age," said Kojima, "means simply, that the number of passengers that can be transported between the United States and Japan will be increased so decisively that the present situation of more passengers than can always be handled will be reversed; there will be more seats available than present traffic possibly can fill.

"In other words, a period of intense competition lies ahead. Even

assuming that the present upward trend of travel between the Orient and the United States continues, this increase will not permit all the carriers in the Pacific to operate fully loaded.

The answer for Japan Air Lines, we feel, is to find within the United States new areas from which to draw passengers and to capture the interest of greater numbers from these areas, as well as from those already supplying Japan Air Lines with traffic.

"San Francisco is the heart of one of the most important areas for Japan Air Lines. We aspire to find many new friends, not only from San Francisco, but from the surrounding cities and towns."

### The World of Tomorrow More People - More Jobs

A bright future 20 years hence in which automation and technological change will have eliminated most routine jobs was painted last month for students representing 29 Northern California Junior Colleges.

Dr. William Knowles, visiting research economist at the University of California Institute of Industrial Relations, made the forecast in an address before Bank of America's first annual Northern California Junior College Business Awards program.

S. Clark Beise, president of the bank, presented the students each with \$100 cash award for a total of \$5,400 at a gathering in the St. Francis Hotel which climaxed a competition inaugurated to spur young persons to prepare for business or secretarial careers.

Using the topic, "Your Place in Tomorrow's World," Dr. Knowles told his young listeners he saw three critical challenges 10 years

from now: (1) population growth and changing distribution of age groups; (2) automation and technological change, and (3) inflation.

Of automation, he declared "the conclusion is that automation will not create large-scale unemployment but will call for an up-grading of the entire labor force. And for you this means that your training should be broad enough and flexible enough that you can adjust to rapid technological change."

He said the nation is committed to maintain full employment and a rising living standard and termed it technically feasible, but added: "We also are committed to a policy of sound money and stable prices but this is much more difficult to attain. We are probably faced with creeping inflation for the foreseeable future.

"As citizens you must come to understand the forces of inflation and fight them. As individuals, you must prepare your personal finances on the assumption that inflation will be the order of the day."

Dr. Knowles said the growing population means increased job opportunities but pointed out that more babies are being born and retired workers have a longer life expectancy, meaning "you, the working force, will have a larger population to support."

The increasing popularity of concrete as a structural material has helped make California's production of sand and gravel for aggregate exceed that of any other state.

San Francisco's first Vigilance Committee was organized in 1851 with Samuel Brannan as its president.



MR. E. D. MALONEY listens intently to guest YOSHITO KOJIMA of Japan Air Lines, who takes a look at the problems of a new era.

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## Fire Department Probationers Receive Eight Weeks Indoctrination Course

By Assistant Chief Clarence Rosenstock  
Director of Training

**D**URING THE FIRST SIX MONTHS of this year the training program of the San Francisco Fire Department has undergone extensive revision. One of the most important parts of this new program is the indoctrination course for probationary members of the Department.

Immediately upon appointment the probationer is assigned to the Division of Training for an eight-weeks' course in basic firemanship. Here he receives training in the handling of tools and equipment, classroom and visual aid instruction, as well as weekly tests.

Upon satisfactory completion of this course at the Fire College the probationer is assigned to a company for active fire duty. In this way the trainee receives a thorough indoctrination into the basic principles of fire-fighting and their application, and will be better equipped to take his place in the active fire service.

### BASIC TRAINING

In connection with basic training, every opportunity is being taken to provide actual experience in the problems of ventilation, forcible entry, and other technical phases of fire fighting by the use of condemned buildings made available to the Department by the State Division of Highways. This type of training is invaluable because it would be impossible to obtain it in any way other than under actual fire conditions.

Training in shipboard fire fighting is being provided through the excellent cooperation of the U. S. Navy at Treasure Island. Here the probationer, as well as the more experienced fireman, gets experience in fire fighting under carefully simulated conditions.

As a further aid to coordinating fire-fighting practices, unit drills involving three or more companies will be held on a regular basis at the Division of Training. These drills will enable the firemen, regardless of their classification or specialized duties, to become familiar with the use of equipment and apparatus other than those to which they are regularly assigned.

To maintain standardization throughout the department regular daily drills are held in each fire station in care and use of tools and equipment, in the application of rules, regulations, and orders of the Department, and in the latest training material furnished by the Division of Training.

The State Department of Education, Bureau of Industrial Education, Fire Training, has recently completed a course in Instructor Training at the Fire College. In this course, company officers received instruction in the techniques



Trainee conquers dizziness

of developing instructional material and the training of personnel in their fire fighting units.

The broad experience of the California Fire Training of the Bureau of Industrial Education will also be of great value in the immediate future in the establishment of courses in supervision and administration involving the various officer ranks of the Department, as well as in specialized courses such

as resuscitation, the principles of hydraulics as they apply to San Francisco equipment and facilities, etc.

### RED CROSS

The Division of Training is not taking complete advantage of the services and assistance offered by the American Red Cross First Aid Training, the Atomic Energy Commission, Public Utilities, Civil Defense, and various private industries.

During the course of this year there have been compiled and distributed throughout the Department four basic training manuals. Committees have been formed to compile other training guides which will assist materially in standardizing practices throughout the Department.

To assist the Director of Training in this program there has been set up an Advisory Board consisting of representatives of all ranks of the Department from fireman to the Deputy Chief.

This policy keeps the Staff of the Fire College advised of training needs, and also of the results of previously established training practices. The advice and recommendations of the Advisory Board assists materially in setting up the training curriculum of the Fire College.

Recognition of the fact that all ranks of the Department share with the Director of Training the responsibility of maintaining an efficient scope of instruction has resulted in this revised concept of training. It is anticipated that these training procedures will continue to raise the standards of the Fire Department.



Firemen of the future require to master book knowledge in the classroom in addition to undergoing a rigorous physical training.

## Memories of Chief Rudolph Schubert Go Back to Role Played in Fire of 1906

On May 1, 1957, the name of Rudolf Schubert was removed from the active roster of the San Francisco Fire Department and it was transferred to the jurisdiction of the Retirement System. At his own request, this old workhorse of the department, this confidant of hoseman and chief alike, left active status after a tenure of more than half a century in the uniformed ranks of the department.



Chief Rudolph Schubert (left) being congratulated by Russell D. Keil, President of the Society of California Pioneers

According to the record, Schubert entered the department on July 1905, as a member of Engine Co. 12. In September of that year he was transferred to Engine Co. 38, which was then on Bush Street near Taylor.

### 1906 FIRE

Seven memorable months later he was to help wage the bitter struggle against the greatest peace time conflagration in history. Although he modestly avoids mention of his own part in the fray, it is known that he played an important role in the fire-fighting efforts along Van Ness Avenue, where the main body of the fire was finally stopped.

In November of 1908 Schubert requested a transfer from Engine 38 (which had been moved to San Jose and Ocean Avenues following the Great Fire) to Engine 2 in order to acquire more downtown fire-fighting experience. About a year later, taking advantage of his seafaring service, he transferred to Fire Boat 1. Then followed first an intermittent and later a steady assignment to the office of the department.

The record shows that Schubert was promoted to lieutenant in 1918, to captain in 1922, to battalion chief in 1924, and to his recent position, Secretary to the Chief of Department, on May 5, 1948, following the creation of that post.

Schubert's desk was long a legend in the department—it had to be seen to be appreciated, so no attempt will be made to describe it. When some important document was required, however, he quickly extracted it from an apparent hodge-podge of papers and, after hastily verifying the contents, put it to its intended use.

Only once within the memory of his associates did a paper elude him. On that occasion, after a thorough but fruitless search, he finally turned to the person involved and said, quite simply and quite finally, "Well, it finally happened!"

### STURDY VETERAN

Today, at 80, Chief Schubert is a veteran of over 51 years of outstanding service to his city, the top man in seniority within the entire department at the time of his retirement, and the last active member who fought the valiant struggle against the great holocaust of 1906. Yet his sturdy frame and erect bearing belie his four score years, his keen eyes still have a sly twinkle, and his sense of humor and pleasant philosophy would put to shame many men of half his age.

Most of his countless acts of kindness have remained anonymous, for such is the nature of the man. But those who know him and who have worked with him

(Continued on Page 14)

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## After Dark

### Wit and Laughter

One phenomenal event which happened under the shadow of City Hall last month had nothing to do with local politics. A long line of people formed in the early hours of Sunday, June 23, and continued throughout the day. They edged up towards the Opera House and lucky ones came away from the box office with tickets for the musical "My Fair Lady," due to open on July 8.

This adaptation by Alan Jay Lerner and Frederick Loewe of the play "Pygmalion" by Bernard Shaw is the second show in the twentieth anniversary season of the Civic Light Opera.

Shaw, who borrowed his idea from a Greek legend, and chose for his heroine a London Cockney girl, at one time threw himself with zeal into municipal politics in the city of his adoption, and became a vestryman in the borough of Saint Pancras. He would be just as interested in what goes on under our stately dome as in the rituals of the theatre across the way.

Next on the list of hit musicals to come to San Francisco is "Funny," with Italo Tajo in the role originated by Ezio Pinza on Broadway. This heart-warming show, based on a trilogy of films by Marcel Pagnol, is set in Marseilles and tells a story of young lovers. It opens at the Curran on July 15.



ACTRESS BRENDA FORBES

Two comedies will give further delight and relaxation in a month when our cable cars are loaded with deliciously scared visitors. To the Alcazar on July 10 comes "The Reluctant Debutante" which deals hilariously with the problem faced by parents of getting a daughter married. Brenda Forbes plays the mother who plans the maximum exposure to desirable young men for her uninterested daughter, and Reginald Gardiner is the embar-

(Continued on Page 13)

## Woman of the Month . . .

## Meet PHEBE WARD

### School Principal Heads Seroptimists

By MOLLIE DEE MORRIS

"ONE OF THE GREAT THRILLS in the world is to go on learning yourself, and to watch other people learn," said the personable, blue-eyed woman seated in the principal's office at Galileo Adult School, where preparations concluding the school year were busily underway.

This comment gives a leading clue to the career of Phoebe Ward, San Francisco's only woman holding a Secondary Principalship.

With a rather wistful smile, Miss Ward traced her early scholastic interests back to one of those modest "halls of ivy," the proverbial one-room schoolhouse.

"My family moved from San Francisco when I was very young down to the San Joaquin Valley where my father bought a ranch. So my first introduction to the three R's was in a small, white structure in Sanger near Fresno."

"There," she explained, "the fourth graders were allowed to teach the first grade, so I really got an early taste of teaching. And that whetted my appetite for life."

So with a precocious determination for her years, the educational neophyte charted her course.

Attired, now, in a smartly tailored business suit contrasted by a slightly frivolous straw hat, the schoolgirl emerges now and then as she reminisces.

Though graduated from Stanford University, where she worked her way through, she did graduate work both at Stanford and the University of California, which she laughingly remarks, "allows me the rare and dubious honor of sitting on either side at the Big Game."

Completing her graduate work, she held three different secondary teaching positions before moving back to San Francisco in 1940, where she joined the business department at City College and taught for seven years. Following this and realizing her early ambitions. She became an adult school administrator.

Her first teaching position at Calistoga High School where, after her daily routine, she conducted a night class in public speaking. Introduced her to the challenge and possibilities in adult education. She then determined to follow this interest — and San Francisco seemed a likely objective. However, being a native San Francis-



Versatile Educator

can, she was just a little prejudiced in this choice.

### NEW TEACHER

Reflecting upon her entrance into Calistoga's educational environs she related a rather disconcerting experience. When first facing her public-speaking class, and assuming her most adult attitude, she looked up only to find that one of her "pupils" was the wife of the chairman of the board of education.

"It was pretty inhibiting for a new teacher — but we soon became good friends," she concluded with an amused air.

Her engaging and persuasive manner, which has been a handy asset throughout her career, is readily appreciated, as illustrated by Leon Forbes, director of the Marina Players, who vouches warmly for the cooperation he received from Miss Ward in staging drama.

She served as assistant principal at Marina Adult School previous to her appointment at Galileo.

With the already highly varied curriculum at Galileo—which ranges from courses in lip-reading and Americanization to sculpture, Chinese and training in an auto-shop—Miss Ward has incorporated an "Around the World" travel for-

## Woman of the Month

(Continued from Page 12)

um, and a "Meet the Authors" program, both of which meet weekly with an average audience of about 600.

The thought-provoking Authors program, a panel for the discussion and exchange of ideas, features such names as Kathleen Norris, Eugene Burdick, and Herh Caen — to name only a few. The ravel forum includes an equally impressive list augmented by many local personalities.

Among the teachers who have highlighted the regular adult staff are local author of the bullfight scene Barnaby Conrad, who conducted classes in creative writing; Alan Tory, associate editor of *Fortnight Magazine*, and recently, Ful Brynner's cousin, Irene Brynner, who conducted a class at Marina in jewelry making.

Miss Ward was appointed to the adult division in 1947 at a time when a survey was conducted in the city to determine the educational needs of the adult residents, after which a large expansion in the scope of the program was executed.

"Adult education has really come into its own," Miss Ward asserted, "a far cry from the 'night-school' days when it was thought of primarily in association with education for the under-privileged and the foreigner."

Reputing the hackneyed phrase concerning "teaching the old dog new tricks" she illustrated how the program now provides a constructive and creative outlet for the retired person who, after an active career, suddenly finds himself facing the rocking chair with nothing but leisure time.

### USING LEISURE

Many persons in this situation have benefited from the program, which consumes only three per cent of the total school budget. Some of them have opened small shops of their own selling jewelry or ceramics.

But they are only one segment of this extensive project.

Business girls attend classes after work taking a variety of courses running the gamut from a vocational nursing course which Galileo offers, to a brush-up on shorthand, French or any of a multitude of interests. She noted that the current trend is toward the academic subjects.

Another area which the program fulfills is the professional person who returns to school to explore subjects which he didn't have the time for in his previous schooling.

"The person who realizes that a certain required period of formal schooling does not, alone, produce

(Continued on Page 23)

## S. F. Mourns Outstanding Teacher and Administrator

Last month the educational world suffered a great loss in the death of Dr. Archibald Jeter Cloud, first President of San Francisco City College. An outstanding teacher and administrator, Dr. Cloud was also a lucid writer.

As a contributing editor to the City-County Record he was working on a series of illuminating articles on the early public schools of San Francisco, and he will be grievously missed by us both as a man, and as a valued consultant on his special field.



DR. A. J. CLOUD

Dr. Cloud was President of City College from the time of its founding—as San Francisco Junior College—in 1935 until his retirement in 1949. His guidance gave the impetus which has enabled City College to earn a reputation as one of the nation's leading two-year institutions.

Dr. Cloud began his career as an English instructor at Lowell High School, and later became deputy and then chief deputy superintendent. His passing at the age of 78 was commemorated by the flying of flags at half-staff in San Francisco's public schools.

## After Dark

(Continued from Page 12)

rassed and bewildered Pop. The daughter is played by Lynn Bailey.

"No Time for Sergeants," with spectacular settings which include the interior and exterior of a plane, plays at the Geary Theatre throughout July. It is adapted from Mac Hyman's best-selling novel about the induction of a Georgia plowboy (played by James Holden) into the Air Force.

One film which in our opinion should not be missed is "The Gold of Naples" at the Vogue Theatre, Sacramento Street and Presidio. Directed by Vittorio De Sica, it brings to life the many-sided drama of his own city of Naples, with its pizza sellers, racketeers,

## ESCOBOSA TO LECTURE FOR SCHAEFFER SCHOOL

Hector Escobosa, president of I. Magnin & Company, and long recognized as one of the foremost authorities on fashions in the



HECTOR ESCOBOSA  
President, I. Magnin & Co.

United States, will lecture on "Design and the Clothes We Wear," Thursday morning, July 11, at 10:30 at the Rudolph Schaeffer School of Design, 350 Union Street, San Francisco.

Mr. Escobosa's lecture is one of fifteen to be delivered as part of the summer session of the Schaeffer School.

A graduate of the University of Washington, he has a distinguished record of public service both in California and in Seattle, where he lived for twelve years, when he was executive vice-president and general manager of Frederick & Nelson.

As a trustee of Colonial Williamsburg, Escobosa recently participated in London in the presentation of the first Williamsburg Award to Sir Winston Churchill. Last year he received the Star of Solidarity from the Italian government in recognition of his services to that country.

His hobby is painting. He has exhibited his canvases in this country and abroad. His book, "Seattle Story," is acknowledged as the authoritative pictorial history of that city.

Born in Arizona, he was reared and educated in San Francisco, where he began his retail career. Escobosa became president of I. Magnin & Company, January 1, 1951.

lost souls in high society, and children as buoyant and enchanting as, on the screen, only Italian children can be. Sophia Loren and Silvana Mangano star in two separate stories in the sequence of four. The photography is superb, and there are moments of unforgettable leisured portrayal of emotion.

## BOOKS TO THINK ABOUT

### The Hidden Persuaders

By Vance Packard  
McKay \$4.00

### Battle for the Mind

By William Sargant  
Doubleday \$4.50

The mind of modern man is open to a ceaseless fire of suggestion from television, radio, movies and the printed page. Yet many of us still like to believe that we are fully conscious of our actions and choices. Just occasionally we get over-persuaded: the Father's Day tie that we really knew was wrong, or the "Do-it-yourself" kit that we never had time to use.

Now comes Mr. Packard to give us a jolt. The TV jingle that the kids keep yelling, the jolly pictures on billboards of lovely people doing splendid things are not what they seem. They are not just useful information about merchandise, bright reminders of commodities which make life more exciting. They are the end products of a new science, motivational research or MR.

Psychologists have by now amassed a large volume of knowledge of what makes people act the way they do. They have charted our conscious, subconscious and unconscious drives. This knowledge, invaluable in curing the mentally sick and improving educational methods, can also be used to trigger human actions.

A subconscious desire for a mistress can rouse you into buying a flashy convertible, maternal frustrations can get you beating up the cake-mix. In other words, the bright MR boys can lure you into purchasing activities over which you have little conscious control, by advertisements geared to influence your unconscious and subconscious levels.

In a stimulating book, Mr. Packard has warned us of dangers. However, we can relax and still happily enjoy the full, rich vistas that advertising opens in front of our eyes. The gay pageant of information, the new ideas and the human interest of first class advertising, can still be appreciated, but thanks to Mr. Packard when the men in the grey flannel suits allow the MR experts too much head, we can recognize the fall-out from their psychic bombs and pep up our sales resistance.

Alongside "The Hidden Persuaders," it is an excellent idea to read Dr. Sargant's "Battle for the Mind." This compelling book investigates the reactions of the human mind to varying stimuli and the techniques employed by those who would influence men's actions, from tribal religious leaders to

(Continued on Page 16)

# Gov. Knight Meets Editors

## Interprets Plans of Administration

Towards the end of the legislative session, Governor Knight held a series of press conferences for California editors and publishers. City-County Record was represented at these informal and informative Sacramento meetings by Joseph Rae of the Dolores Press, where our business and editorial offices are located, and by Editor Alan Tory. (on behalf of publisher Kenneth Allen).



Governor and Mrs. Goodwin J. Knight with Mr. and Mrs. Joseph F. Rae

### Letters to Editor

We are all delighted at the wonderful way your staff handled the Juvenile Court story in the June issue of the City-County Record.

Mr. Flynn and Mr. Tory are certainly to be congratulated and complimented for the accuracy with which they presented the facts, and in addition I am personally grateful for the very kind remarks that were expressed concerning me.

Rest assured that the Record is doing an outstanding job, and you will find us here at the Juvenile Court as being among its most ardent supporters.

THOMAS F. STRYCLA  
Chief Probation Officer  
375 Woodside Ave.  
San Francisco

Why, in your last issue, did you depart from tradition, and instead of a portrait of some man of light and leading, inflict upon us that mystifying and ambiguous cover? Where were those two people walking to? Or were they just going for a stroll?

They might so far as I am concerned be going to pay their income tax, or possibly even ap-

proaching some palatable occasion like getting married.

M. M. JONES  
29 Garibaldi St.  
Daly City

Congratulations on the cover picture of your June issue. It is poignant and dramatic, and powerfully suggests the emotions of parents whose child is caught in the toils of delinquency.

ELIZABETH ELLIS  
494-29th Ave.  
San Francisco

### CHIEF SCHUBERT

(Continued from Page 11)

will vouch for the fact that in addition to having been an outstanding secretary and administrative assistant to six successive Chiefs of the San Francisco Fire Department, Schubert is also one of the finest friends that the San Francisco firemen have ever had.

Telegraph Hill in San Francisco takes its name from a manual semaphore telegraph, used to signal the arrival of ships through the Golden Gate during the Gold Rush.

The world's greatest known silver lode was the Comstock in Nevada.

The Governor flourishes on hard work, and appeared brisk and agile before an audience of publishers from up and down the State to whom he talked at length on highways, water, the death penalty and other leading topics. Sitting easily on the top of his desk, in a light grey suit with blue tie inscribed with initials: G.E.K., he chatted articulately about the problems and burdens of office, from Friday morning decisions on the death penalty to local anguish over the building of new freeways.

He referred to a wry comment of Earl Warren that the way to lead a happy life as Governor is to keep down taxation and simultaneously increase public services whenever so requested! Like his predecessor, Governor Knight is resolved to be a conscientious steward of State finances, and told his audience emphatically that he will be no party to California becoming broke.

There is no subject which the Governor cannot adorn with wit and eloquence. His running commentary, interspersed by the answering of questions, came too soon to an end when a tip-toeing young man slipped in and passed a note into his hand admonishing him of a next engagement.

These meetings have proved a most enlightening means of leaders of public opinion seeing

California's first executive under the Dome where he works, and also at lunch in the mansion once owned by the father of famed newspaper correspondent Lincoln Steffens.

Mrs. Ruth Rae and Mrs. Jan Tory joined other wives in a tour of the mansion—including modernized kitchen—conducted by Mrs. Knight who is a hostess of charm and inexhaustible energy. Guests admired the carved woodwork, ornamented ceilings, Italian marble fireplace, exquisite crystal chandeliers, and gracefully winding staircase of the Governor's mansion, but most of all the unflagging enthusiasm of a hostess for whom no detail of explanation was too small. They came away with a picture of the Governor at home and in the Capitol, a man to be reckoned with, who is frank about the exhilaration which high office means to him and serious in his desire to serve the people.

A cement plant built in 1909 by the City of Los Angeles at Monolith, Kern County, supplied cement for the Los Angeles aqueduct.

"Water routes," similar to modern milk routes, operated in San Francisco in gold rush days, dealers delivering barrels of water to subscribers.



The Governor with Editor Alan Tory and Mrs. Tory after news conference

# New Radio Communications Program Will Bring Advantages to Fire Dept. and City

Communications play a vital part in the operations of the Fire Department. From the time that a street fire alarm box is pulled for a fire until the time that the last company reports "in service" after the extinguishment of the fire many forms of communications are used—the fire alarm circuits, the telephone, the telegraph key, the telephone, and radio. Today radio has proven itself to be one of the quickest and most reliable methods of communication.

Chief William F. Murray, on his appointment as Chief of Department, realized the importance of a complete and modern radio system and the benefits that would be derived therefrom for the Fire Department. He appointed Assistant Chief Bruno F. Bassi as Communications Officer to survey, with the Department of Electricity, the requirements necessary to bring our present radio system up-to-date.

Through the cooperation of Don O. Townsend, Chief of the Department of Electricity, and his Senior Radio Technician, Burton Daugherty, and after much study, a radio communication program was adopted that would fulfill the needs of the Fire Department after its completion. This program is to be carried out over a two-year period.

## FIRST YEAR

The present or first year phase of the program includes the equipping with radio all of the fire fighting apparatus not at present radio equipped. The second phase would require the replacing of some of our present radio equipment to fit into the new system and, in addition, provide radio receivers in fire stations. Also included in the program is a mobile communications command car, which, with portable "walkie-talkie" equipment, will provide efficient field communications at major fires or other emergencies. The transmitting and receiving equipment is to be installed in the new Radio Communications Building of the Department of Electricity now under construction at Christmas Tree Point.

The advantages that would be derived by the Fire Department by having such a system, and also by the City, are many.

To cite a few: All companies will be in direct contact with the Radio Dispatcher during periods when they are absent from quarters. A unit will not be "lost" when it is away from its station house; it can be utilized for drill procedures and inspection purposes, yet be available for immediate response to alarms.



Tower at Fire College where scaling operations test stamina of novices.

Further, companies responding to alarms may be recalled when their services are not required, thereby making available the services of these companies for other alarms and reducing the out-of-service time of these units. It will reduce the mileage traveled which will reflect in the conservation of fuel and the physical depreciation of apparatus and equipment. Recalling of companies will also minimize the incidence of accidents and the disruption of traffic.

## PRIOR ORDERS

Another point is that the new system will enable the Chief in command at a fire or emergency to issue such orders as he may deem necessary to the companies en route prior to their arrival at the scene.

The National Board of Fire Underwriters in its Grading Schedule of Cities now recognizes radio and its use in fire departments. This radio system will aid our City in maintaining its Class 2 rating with the accompanying lower insurance rates.

It will also provide a complete independent communication method during extreme emergencies or disaster conditions. It will not be dependent on land lines which can be disrupted by earthquakes.

Old Shasta, six miles west of Redding, was settled in 1849 by miners from the American and Feather Rivers and emigrants from Oregon.

The Hetch Hetchy Grant, by which San Francisco was enabled to construct its present water system, was signed by President Woodrow Wilson, Dec. 19, 1913.

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WILLIAM F. MURRAY  
Fire Chief  
S. F. Fire Department



ARTHUR J. DOLAN, JR.  
S. F. Fire Commissioner



JAMES E. MURPHY  
New Fire Commissioner

Crude petroleum, valued at \$29,394,710 was the second most important import commodity received through the San Francisco Customs District in 1953.

To rejoice in the prosperity of another is to partake of it.  
—W. Austin

**FIREHOUSE CONSTRUCTION PROGRESS REPORT**

Since the passage of the Firehouse Bonds by the voters of San Francisco on November 4, 1952 and their ratification by the California State Legislature on January 9, 1953, the following projects have been completed or are in process:

**NEW CONSTRUCTION****COMPLETED (Total 9)**

Company	Location	Date Complete
#E-10 & Training Center	19th & Folsom Sts.	10/14/52
Engine 11	1295 Shafter Avenue	1/16/53
Engine 12	115 Drumm Street	2/22/53
Engine 26	655 Presidio Ave.	3/29/53
Engine 29	299 Vermont St.	4/21/53
Engine 34	1301 Turk Street	12/23/52
Engine 40	1145 Stanyan Street	5/23/53
Engine 41	1325 Leavenworth St.	3/12/53
Engine 45	1348 - 45th Avenue	2/28/53

**UNDER CONSTRUCTION (Total 3)**

Engine 14	676 Howard Street	April, 1953
Engine 13	26th St. nr. Church	December, 1953
Engine 38	Ocean Ave. nr. Phelan	September, 1953

**PLANNING STAGE (Total 1)**

Engine 21	Grove St. nr. Baker	Preliminary plan approved 5/28/53
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**RECONSTRUCTION****COMPLETED (Total 13)**

	Location	Month Complete
Engine 5	1340 Powell Street	November, 1952
Engine 6	356 - 7th Street	March, 1953
Engine 20	2239 Greenwich St.	May, 1953
Engine 25	3305 - 3rd Street	December, 1952
Engine 32	194 Park Street	March, 1953
Engine 33	117 Broad Street	September, 1952
Engine 36	551 - 26th Avenue	February, 1953
Engine 39	1091 Portola Drive	May, 1953
Engine 42	2430 San Bruno Ave.	August, 1952
Engine 43	724 Brazil Avenue	August, 1953
Engine 46	441 - 12th Avenue	February, 1953
Engine 47	499 - 41st Avenue	June, 1953
Engine 49	2155 - 18th Avenue	January, 1953

**# Partly from Bond Funds****\* Not from Bond Funds**

Acquisition of sites for new fire stations has taken approximately eleven months, on the average, with an additional eighteen-month average being required for the architect to be appointed, plans and specifications to be prepared and the building to be constructed.

A primary consideration in the reconstruction program has been the necessity of supplying uninterrupted fire protection to all parts of the city.

**World Trade Club Will Open in S. F.**

Formation of the World Trade Club for Northern California was announced by George Killion, president of the American President Lines and newly-elected president of the Club.

The new Club, which will be housed on the third floor of the World Trade Center in San Francisco, was formed to stimulate foreign trade and world travel in Northern California.

According to Killion, plans for the new Club facilities will include a restaurant and lounge, conference and meeting rooms and auditorium facilities. The proposed membership will include persons engaged in foreign commerce, transportation, finance, international affairs and related fields.

Killion said that the "sponsors of the Club view it as an asset in developing friendly, business and social relations between the Pacific Coast of the United States and foreign nations. The Club will be of immeasurable benefit in carrying out the trade promoter activities of the World Trade Center."

**BOOKS**

(Continued from Page 13)

brainwashers. It has heartening information about new treatments for the mentally ill and advice as to how 'homo sapiens' can in crisis face sinister manipulators and battle to avoid being reduced to the biological level of the famous Professor Pavlov's dogs.—J. R.



## The Tree of Tomorrow

Editor's Note:— It is pertinent, in this issue which presents developments in the San Francisco Fire Department, to publish a poem by Woodbridge Metcalf first written thirty years ago. Blood-brothers of our city firemen fight forest fires, which as the summer season comes round again threaten havoc and disaster. The vacationer from the city shares a responsibility to safeguard our trees. The writer of this arresting poem is an Extension Forester Emeritus, who is one of the "grand old men" of the United States Department of Agriculture.



*I am the Tree of Tomorrow. I am small of stature and insignificant in present value. With my comrades by the million I am rising to clothe with green the areas once devastated by man's carelessness and neglect.*

*I rise from the tiny windblown seed and strive to establish myself against the competition of quick-growing though less valuable plants. My crown gradually rises above these usurpers of the domain of my ancestors, and my roots steadily weave themselves into a mat of protection for the soil from which I derive my support and sustenance.*

*Springs and water-courses long dry will leap again into bubbling life when I spread about them the cover of my protective shade.*

*Fire is my most deadly enemy, but if Man will carefully shield me from its searing breath, I will not only fill the land with beauty but will furnish wood for the many needs of his children. I will become the roof over their heads, the table which bears their daily food, the chair and bed for their comfort, and the sparkling warmth of their winter hearth-fire.*

*Give heed to my needs for I am mighty in promise for the days to come. I am the Tree of Tomorrow.*

Woodbridge Metcalf  
September 10, 1927

## CITY ATTORNEY HOLM HONORED AT U.S.F.

City Attorney Dion R. Holm was signally honored at the University of San Francisco Commencement Exercises on June 9, 1957, when he was presented with the St. Thomas More Award, awarded annually by the University of San Francisco for distinction in the fields of law, government and public service.

The presentation of the St. Thomas More Award is one of the highest of the long list of honors which have been conferred on Mr. Holm for his distinguished career of public service.

City Attorney Holm recently completed a year of service as president of the National Institute of Municipal Law Officers, comprising more than one thousand attorneys from municipalities in the United States and Canada.

Dion Holm was born in San Francisco of a pioneer California and San Francisco family. His



DION R. HOLM  
City Attorney

four grandparents were residents of San Francisco before 1852.

During his 31 years of public service as an attorney for the City and County of San Francisco he has taken an active part in every important piece of litigation in which the City and County of San Francisco has been involved.

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## Great Outdoors

# The Timeless Lure of Lake Tahoe



A nostalgic scene in the Spring of 1908 before the cult of speed boats and scanty swimming suits. View of Rubicon Park Lodge and cottages is from the resort's pier, looking towards the western Sierra Range. It is a little known fact that romantic Lake Tahoe was discovered on Valentine's Day.

## The Saga of Lake Tahoe

by E. B. SCOTT

(Sierra-Tahoe Pub. Co., \$12.50)

At the beginning of summer, when many people are going to Lake Tahoe for vacations, this book makes a timely appearance, and the splendidly beautiful mountain lake area, in winter a snow-sports playground and in summer a setting for vacation resorts, is much enhanced by the reading.

The saga is a history of pioneering, both rugged and commercial. The people who made this history were colorful and invigorating personalities, ideal to sit and reflect upon by a log fire on a quiet night by the lake. The book gives a whimsical picture of social life, particularly in the last two decades of the nineteenth century.

The pattern of formality at Tallac House, for example, required a lady to take at least one Saratoga trunk of clothing. Men swam their nose-in-the-air dog-paddle in suitably modest "nightshirt suits." Ladies stretched their whalebone stays and dandies their fancy wesi-

kits over eight-course dinners, including such items as "Blanket of sweetbreads, with mushrooms" and "Pudding - English plum, Baldwin's brandy sauce."

The Tallac Glee Club, three young dandies with celluloid collars, peg-bottom trousers, red and white blazers and straw "skimmers" made the rounds of the lake resorts pre-dating the night spot crooners of today. Mr. Scott carefully remembers to tell us the sort of things they sang, "Finnegan's Wake," "John Brown's Body" and the final curtain call number "What are the Wild Waves Saying?" which invariably got thunderous applause, and we can catch the spirit of the thing for ourselves as we read.

There are stories of the growth of each resort, of the development of roads and railroads, of lumbering, of sailing boats and steamers, of pioneers struggling through blizzard and snow, of typical high hope and deep despair experiences of ore prospectors, and of the colorful part played by the whiskey bottle in all these things.

One delightful character, who comes to life again in the book, is the 260-lb. Martin Lowe, who on two quarts of whiskey a day performed amazing aquatic feats and for the rest of the time staggered through a very bizarre number of exploits on land.

Government officials, accustomed to considering highway projects, will find wry delight in discovering that way back in July 1857 a very sensible program for the Ridge Route was dropped because the necessary \$8,000 was not forthcoming.

### TALL STORIES

Many famous lakes, high in the mountains, remote, mysterious, are centers of legends and tall stories. This book gives Tahoe a distinguished place among them. There is Indian lore to draw upon, and some of the tall stories of old-time Tahoe boatmen and innkeepers rival those of, say, their colleagues on the Irish Lake of Killarney in the fascinating stretch they give to a mortal's credulity.

The end of the book has a fine collection of factual items about

Tahoe: why the bodies of drowned people do not surface; why the lake does not freeze over in the worst weather; the fact that this romantic piece of water was discovered on St. Valentine's Day.

All the way through the book are countless photographs illustrating all the matters of the lake: the temperess, scenery, old railroad engines, catches to entice and excite any fisherman. The dust cover strikes the right reflective note for this historical summary with a splendid view across the lake, and the beguiling Mark Twain start us off in the right mood in a foreword which quotes his famous description of the lake. He also companions us by the way as his ebullient personality looks out at intervals from Mr. Scott's well-informed and ranging pages.

—J. R.

## LAKE TAHOE RACES

Mile-High Gold Cup Races will be held on Lake Tahoe July 20 and 21, beginning on each day at 1 a.m. The start will be from Tahoe Boat Co. at Tahoe City.



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## Lake Tahoe Boom Reflected In Bank of America Growth

Ask for Al Somerville along U.S. South Shore of Lake Tahoe and folks can tell you right off where to find him. "He runs the bank they'll say. They'll tell you, to that Somerville is a prime mover in the expansion cycle that has been rolling like an avalanche along the South Shore.

Manager of Bank of America Tahoe Valley branch since it began



ALEX SOMERVILLE

Manager, Lake Tahoe Branch,  
Bank of America

year-round operation in 1954, Somerville has a record for community service that any public spirited citizen would envy.

In addition, he's an enthusiastic member of the Lake Tahoe Ski Club and takes part in all the other varied sports offered by the all-year vacationers' paradise.

The Bank of America branch which Somerville heads has been part and parcel of the tremendous upsurge in the South Shore area which has grown with it. The bank's office was opened in 1952 as summer sub-agency. But two years



KEELY SMITH  
At Harrah's Club



The old TALLAC, re-named NEVADA in 1903, was for thirty-five years a familiar sight on Lake Tahoe where she carried passengers and mail.

After the winter population had increased so that all-year banking was necessary, Bank of America came, and responded to the need. The branch had a staff of three men, but it takes 18 to do the job now.

Moreover, the branch has far out-grown its quarters, even though another 660 square feet of floor space was added to the banking room in June. To meet the space requirements ground will be broken in July for a new quarter-million dollar permanent banking home in Bijou, with prospects for completion early in 1958.

The South Shore boom is reflected in figures on the bank's growth. For example, total deposits increased nearly 500 per cent from August of 1954 to August of last year. The number of accounts went up by approximately the same percentage.

California has the highest farm income of any State in the nation.

## Harrah Says Nevada Resort Side of Lake Will Expand

Continued growth and expansion for Reno, Nevada, and for the Nevada resort side of Lake Tahoe is forecast for years ahead by a Nevada man who should know.

He is Bill Harrah, one of Nevada's key figures in the organization and operation of a rapidly enlarging gaming casino at Reno, a successful new enterprise at Stateline, Lake Tahoe, and still a third venture about to be launched in that same area.

One of the main reasons for this growth and expansion program predicted by Harrah is the soon-to-be-built major four-lane highway which will cross the Sierra Nevada, curving down from Donner Summit into Nevada.

It will bring with it an accelerated flow of transcontinental traffic, greater volume of tourists, and increasing business.

## Hamilton Air Force Base Visitation Day Is July 6 In Family Days Week-End

Hamilton Air Force Base will roll out the red carpet for visitors during San Francisco Family Days. The first Hamilton Air Base Visitation Day and Open House will take place on Saturday, July 6, from 10 a.m. to 2 p.m.

The July 4 through July 7 series of family entertainment events in and around San Francisco has been proclaimed Family Days by Mayor Christopher and is under the auspices of the San Francisco Chapter, National Safety Council.

The events have been planned by a group of civic and military leaders in an effort to encourage San Francisco families to enjoy the 4th of July weekend here at home rather than risk accident on the highways during that time.

The Open House at Hamilton Field is the contribution made by the Air Force to provide wholesome entertainment for family groups over the 4th. Parents are invited to bring families to the base in order to let them see and climb aboard some of the aircraft now in use by the Air Force.

Some of the planes which will be on display near the Hamilton air control tower include the F-86 Sabre jet, the F-89 Scorpion jet, the P-33 trainer jet as well as a B-29, B-25, a 119 cargo ship and the new LC-27 lightweight craft recently put into use by the service.

Briefing officers from the Air Base will be on hand to explain to visitors the part each type of aircraft plays in national defense.

A picnic area, on the grounds of Hamilton Air Force Base, will be open to visitors also. The area is equipped with tables and stoves for family get-togethers over the lunch hour.

Other military installations which will be open to the public over Family Days include the Presidio of San Francisco, the Fort Point Lifeguard Station and various Nike sites. The Recreation and Park Department has planned a series of special events for Family Days also.

## German Trade Promotion Office Will Open in S. F.

A German-American Chamber of Commerce representing Western Germany will be established this summer in San Francisco, according to James P. Wilson, Manager of the World Trade Department of the San Francisco Chamber of Commerce.

The new German-American Trade Promotion Office will be the tenth foreign Chamber of Commerce or World Trade Center located here.

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## George J. Grubb Reviews Budget Requests From City Departments

(EDITOR'S NOTE: This is the sixth in a series of articles about the San Francisco Municipal Executives Employees' Association and the men who have headed it.)

By VIRGIL L. ELLIOTT

Director, Bureau of Public Service  
San Francisco Public Utilities Commission

TO A TRAINED analytical mind add a thorough quantity of administrative and personnel experience and you have an outstanding career government man — George J. Grubb. This formula provides Grubb with qualifications that have stood him in good stead in his position as Administrative Assistant to Mayor George Christopher.

His training and experience made him a logical choice in 1955 for the presidency of the Municipal Executive Employees' Association, an organization of some 150 top city executives who foster and promote higher standards of professional ethics and efficiency in San Francisco's city-county government.

In his present duties with the Mayor's Office, Grubb is called upon to exercise sharp judgment in budgetary and other governmental affairs. He gained that judgment through a solid foundation of education and job experience.

George was born in 1916 in San Francisco. He received an A.B. degree from the University of California in 1937 and for three years more did graduate study at that institution.

### EARLY WORK

His early work provided experience with the State and Federal personnel agencies, including a year spent in Washington, D. C. In 1939 he was married to the former Frances M. Goldman.

His work for the City of San Francisco began with Civil Service Commission, where he had advanced to the classification of senior personnel assistant by 1947 when he assumed new duties as administrative analyst in the Mayor's Office. Four years later, at the age of 35, he succeeded Dave Lewis as Administrative Assistant to the Mayor.

In this capacity, he reviews the annual budget requests from more than 100 city departments and bureaus. This year's \$228,000,000 budget tabulation required a total of 1,783 closely typed pages, each 20x30 inches in size.

Supplemental budget requests, supplemental appropriations and numerous other functions such as personnel matters and reports are handled by Grubb and his staff.

George carried with him into the M.E.E.A. presidency the same painstaking approach he exercises in his city position. He led the way in revising the organization's by-laws and fiscal procedures and concentrated on expanding the program of the M.E.E.A. with respect to community affairs.



GEORGE J. GRUBB

Administrative Assistant to the Mayor

George guided the actions of his executive committee in initiating a program in which the M.E.E.A. members would assume new leadership among city employees in public service activities. This program also provided for closer liaison between the M.E.E.A., an business leaders, other public agencies and other government jurisdictions.

### NEW LEADERSHIP

During his presidential year, the M.E.E.A. backed legislation which brought about retirement coverage for appointive personnel during their first six months in city employment.

Although the years of his formal education are long since past, Grubb continues to keep himself fully informed through a planned self-study program and through association with professional groups.

He holds membership in the American Society for Public Administration, the Municipal Finance Officers Association, the Western Governmental Research Association, the Civil Service Assembly, the California Alumni Association and the Press & Union League Club.

The Grubbs own a home at 20 Aptos Drive. They have two children. George's principal hobbies are boating and fishing.

## PHEBE WARD

(Continued from Page 13)

mature adult is well on the road to true maturity," she stated, amplifying a thought that has been the cornerstone of her own educational philosophy.

Miss Ward advocates this field for women by virtue of its creativeness and flexibility, averring at the woman considering a teaching career can discover a real challenge in this rapidly expanding program.

"This is one field where the 'captive audience' does not exist," she further related, illustrating that "the person who attends these classes does so of his own choosing, which makes it doubly stimulating for the instructor."

With the advent of educational V, which she believes will further arouse interest in the return to school, and with shorter working hours allowing more leisure time, she anticipates even larger development and interest in the field.

Conversing with this interesting personality in her school office, which commands a colorful view of the bay with the old Ghirardelli chocolate building in the foreground, one gains an insight into her remarkable perseverance and engaging manner with which she has attained her academic goals.

In 1954 she was selected as one of the five adult educators to represent the United States in meetings with educational leaders in European countries.

"We were sponsored by the Ford Foundation and accompanied by representatives from Canada who were traveling under the auspices of the Carnegie Foundation. There were only three women along with the seven masculine counterparts, so we were really spoiled," she added with a smile.

Expressing the different views she encountered from the Europeans, she told with a rather perplexed expression, how they couldn't understand having an adult course at all without some sort of socializing.

"They just couldn't understand or even having a coffee session afterwards. When we told them that many of our students work during the day, maybe just grabbing a bite of dinner at a drugstore before class, they were absolutely astonished."

Though this was her first trip to Europe, like all loyal travelers and San Franciscans, she expressed the best of all possible joys in returning to her native city.

Her summers are usually occupied with travel, but this one will be spent at home where she will be busy with activities of Soroptimist International, of which she recently was elected president.

The Soroptimist club is an active organization of business and professional women who devote their energies toward community service projects.

### COMMUNITY SERVICE

One of the most unique facets of the association is the counseling service they provide for the maturing woman over 40. Most of these are women, who for various reasons have been away from the working world, for perhaps twenty years and suddenly are forced to return to the 9 to 5 routines. Naturally there are many adjustments here covering attitude—maybe working under a woman ten years her junior—grooming, and numerous other difficulties.

The Soroptimists also sponsor the Braille library at the San Francisco Center for the Blind and have assisted in productions of the center's drama group—"The Shadow Players." The actors, all totally or partially blind, have managed with remarkable skill to produce some excellent dramas, most recently "Kind Lady."

Hobbies, as such, are virtually non-existent in Miss Ward's lively daily activities. With the Soroptimists and her educational endeavors, any outside interests are so closely related to either of these, that they are immediately omitted as hobbies, that is, if hobby would indicate leisure time activity. She would like to learn the art of weaving when she can find the time.

Reflecting on "the infinite thrill in watching people learn," as this busy career-woman concluded the interview with the sun streaming in over her shoulder and on to a little potted plant situated near a formidable stack of brochures which she edits in her "spare time," one noticed a rather distant expression in her blue eyes bringing to mind, again, the little one-room structure where her career began.

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## Huge Scale Model of Bay Will Facilitate Tests Of Controversial Plans

San Francisco Bay area communities are now in a position to settle many arguments as to the merits of bridge and Bay barrier plans.

With the completion of the gigantic scale model of the Bay by the U. S. Army Corps of Engineers, such controversial proposals as the Reber Plan and the Biemond Plan can be tested in miniature and their worth determined, in advance.

The model, located in Sausalito, reproduces the Bay in minutest detail from the Sacramento-San Joaquin Delta to Alviso and 17 miles out to sea. It covers one acre.

Other California communities may well envy the Bay communities in this respect. It would be wonderful if all proposals could be accurately tried out and tested by public agencies before huge sums are spent on them—or even little sums, in these days of big budgets and high taxes.

San Francisco's city government evidenced the value it places on the scale model by sponsoring its dedication to which the city's Mayor, George J. Christopher invited all mayors, city councilmen and supervisors from Bay counties.

Some authorities think the model may become one of the Bay Areas outstanding tourist attractions. At any rate, we shall be hearing a lot from this model for the next three years as the Army Engineers proceed with a series of tests which will include assessment of various bridge and barrier plans and their effect on tidal, current, and silting conditions.

A major objective of the study is to ascertain means of reducing the Federal Government's \$2,000,000 annual outlay for dredging in the Bay.

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VOL. 24 — No. 8  
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(See Page 5)

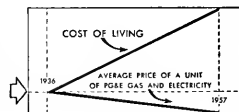


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AUGUST, 1957

## San Francisco Bay Window

"PEOPLE'S" GAME? . . . That without the quotes and the question mark—is what the mallet-swingers who court hazily and on horseback each Sunday afternoon on Golden Gate Park's polo field would like to turn their sport into.

Too long, according to the multi-goal players of the San Francisco Polo and Racing Club, has polo been the darling of the society pages. That's incomplete coverage, they contend, polo being a game for everyone.

So in order to introduce it to "everyone"—and, incidentally, to get an occasional space break in the main news and sports sections of the daily press—the polo practitioners are taking such first steps as waiving of admission fees to the games and launching a photo contest to interest the rapidly growing camera clicking cultists.

This interesting attempt to broaden the appeal of a field sport that is peerless in spectator excitement and drama is the brainchild of Henry Untermeyer, the big, personable radio executive who last year replaced Arthur Hull Hayes as general manager of KCBS when Hayes was promoted to New York and the presidency of the CBS network.

So come on out to Golden Gate Park any Sunday. First game starts at 2:30. Bring your camera along. Polo's for everyone!

**A HAT-TIP** . . . if not a brand new hat, indeed, is due silver-thatched Boss Walter Swanson and his cohorts of the San Francisco Convention & Visitors' Bureau who labor incessantly and against ulcer-producing odds to guarantee San Francisco a constant year-around convergence of free-spending conventioners.

The odds against which the Convention & Visitors' Bureau men, buck include such befuddlers as Mole Hall (which, they've moaned dolefully in the public prints, is abiding at a mole's burrowing

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## Letters to Editor

We are indeed appreciative of your release regarding our county, July issue. Mr. Henry did a marvelous job covering Amador—from the 200 foot elevation right on to the 9,000 foot ridge adjoining Highway No. 88 (Kit Carson Pass). In the event any of your readers are interested in a detailed 1969 Day history of Amador County, we have available mimeographed material which we give out to visitors who are interested in a historic guided tour of the area.

"Make No Little Plans," same issue, I also found extremely interesting. A few years ago, George Sausman—who at that time was chairman of our County Highway Committee and a very terrific individual with a talent for waking people out of their lethargy—was speaker at a combined highway meeting of our Chamber of Commerce and the Carson City Chamber of Commerce. His topic was "Babies and Taxes in San Mateo County." The would-be nappers were rudely awakened with the thought: "What in blazes does that have to do with Highway 88?"

We learned it had plenty to do—as he exhibited photographs showing the enormous building program, and quoted figures of the increase in population. He went on to explain that growth as our potential users of Highway 88, the shortest, straightest and most scenic route to Lake Tahoe and Nevada from the Bay Area and Peninsula.

Enclosed is a county warrant for a year's subscription to your delightful publication.

**RUTH MOUNTER**  
Amador County Public Relations  
Dept., Jackson, California.

You chose a magnificent title: "Make No Little Plans" for Mr. Maloney's excellent article in your July issue. I note that this quotation from Architect Daniel Burnham is beginning to gain currency in California, for which your publication must take due credit. The whole quotation from Burnham deserves to be framed by every city planner.

**WILLIAM NELSON**  
125 Mason St.  
San Francisco

Why remind us of dead firemen by the statue on the cover of your July issue, when we have a live fireman in Chief Murray, who by your own account has brought vision and many useful changes into the Department such as the valuable new training program?

**MILO JOHNSON.**  
473½ Vermont Street,  
San Francisco

## S. F. Bay Window

(Continued from Page 3)

pace, (and squeezing tight his space.) A partial antidote to latter plight has been offered Hotelman Conrad Hilton in a recent announcement that his San Francisco Hilton—a 1,000 room \$20,000,000 structure in the John O'Farrell-Taylor-Ellis block will be open in 1969.

Meanwhile the city has been experiencing a heart-and-wal warming summer onslaught of visitors such as the Lions (40,000 of 'em), the Elks (10,000 plus) and a steady stream of smaller conventions including the comparatively minute (about 750) massively important American Society of Newspaper Editors.

**CHERRY SEEDS AND FRIENDSHIP . . .** are items which of late have been of no small concern to the State Department of Agriculture.

Seems that San Francisco very shortly be presented with flowing cherry trees by Friends of the World, Inc., a UN-type organization seeking to accomplish commendable objective implicit in its title. The presentation is being planned to commemorate the establishment of a "town affiliation" of our fair city with Osaka, Japan. Not new, this type of hard clasp-across-the-Pacific gesture has already lined Pasadena with Sendai, San Diego with Yokohama.

But Mr. A. P. Messenger, chief of the Bureau of Plant Quarantine, doesn't want the public to get the impression that the trees now being readied for presentation have been grown in Japan and shipped to this country. Cherry trees grown in Japan are under quarantine. Seeds, happily, aren't.

Therefore, let it be known to all and all that the flowering cherry trees soon to be presented by Mayor George Christopher have been grown in California nurseries from seed of Japanese origin furnished by Friends of the World, Inc.

The above announcement is really a public service and in the interest of promoting international good will and amity and also because there are few sights so soft and lovely as the spring bloom of cherry blossoms. So happy you agree!

San Francisco's 1,017-acre Golden Gate Park, largest man-made park in the world, was a San Francisco wasteland until reclaimed by John McLaren, beginning in 1887, according to the San Francisco Chamber of Commerce.

Editor—The portrait of Chief Murray appeared on the cover of our February magazine, when was first appointed.

## For the Record

# A NEW ERA IN TRAVEL

## Giant Jets of Tomorrow Can Be Force for Maintaining Peace

By ROBERT B. MURRAY, JR.  
Executive Vice-President, Pacific-Alaska Division  
Pan American World Airways

The transportation industry stands today at the threshold of perhaps the most revolutionary period in its history—a revolution which will have a profound impact on travel and trade throughout the world and will help re-shape the economic destinies of many lands. And nowhere will this revolution have a more far-reaching effect than upon the countries of the Pacific basin.

I refer, of course, to the advent of the jet age in air transport, an era which is literally "just around the corner." To me this seems the most exciting and epoch making event since that day in 1903 when the Wright Brothers made their first powered-flight at Kitty Hawk. For the giant jets, capable of carrying approximately twice the payload at twice the speeds of today's aircraft, will vastly stimulate the ask already undertaken by air transportation in shrinking the globe, eliminating artificial barriers to trade and travel and spreading understanding and goodwill.

All of us, of course, are aware that the ability of our long-range jet bombers to carry nuclear weapons to any point on the globe constitutes a mighty deterrent to aggressor nations. But to me it seems that commercial aviation, with the coming of its own jet age, will have a "weapon" which can be as great, if not a greater force for maintaining world peace. Why? Because of the promotion of better understanding, mutual trust and tolerance which is inherent in world-wide business and tourist travel.

### Mutual Trust

The air traveler—and particularly the air tourist—is charged with goodwill and curiosity. He is anxious to know and understand the rest of the world's business. He spends his money freely for the products of the countries he visits. As President Juan T. Trippé of an American once put it: "There can be no atom bomb potentially more powerful than this traveler." Because of this potentiality, the mass air travel which the jets will make possible may prove to be more significant to world des-

tourist plane, if allowed to go forward unshackled by political boundaries and pointless economic restrictions, is going to win this race between goodwill and catastrophe.

Robert B. Murray, Jr., is a man with a mission. A resident of Northern California by choice—and circumstance—he is not concerned particularly with the past. But he is interested vitally in a future when the distances of the Pacific Basin will be measured in minutes rather than miles by those individuals who take the opportunity to exploit the potential richness of the land masses that control the force of the world's greatest ocean. His conception of this challenge and opportunity envisions the world and particularly the nations of the Pacific on the threshold of revolutionary change—and he does not mean in a negative political fashion.

(See profile Page 7.)

South Pacific and Asia are in a state of constant change, of economic growth and exciting new developments. In short, they will be highly receptive to the benefits which truly high-speed air transport will bring them.

Time-wise, great strides have been made since Pan American first linked San Francisco with the Orient back in 1935. On its first flight to Manila, the China Clipper required 59 hours and 48 minutes to make the 8200-mile flight. Today's Clippers have shaved that to 35½ hours. The giant Intercontinental jets of the near future will bring travel time down to a mere 17 hours.

### High-Speed Transport

The jets will surely shrink the Pacific to "lake" size. Capable of cruising at 600 miles per hour, the Intercontinental versions will carry from 160 to 180 passengers in their highest density configurations. At operating altitudes of 35,000 to 40,000 feet their engines will deliver the equivalent of eight times the horsepower of today's most powerful piston engines. And they will be the ideal equipment for "riding" the jet streams, those great rivers of high-velocity winds which circle the globe from west to east.

Let's examine the impact of this new jet age—which Pan American will launch on its Pacific routes in 1959—upon some of the areas the company serves.

Though it will still be 2400 miles from San Francisco, Hawaii will be only about four hours' away. Today, the average mainland resident thinks of Hawaii in terms of a vacation of at least two weeks. The jets are going to change all that. Hawaii is on the verge of becoming a week-end resort!

Many thousands of miles of Pacific about 7600 miles, to be specific, separate Australia from the United States. Even today's Clippers require 35 hours to make the trip. It isn't difficult to imagine the impact on trade and travel be-



West meets East under the shadow of towering Diabutsu Buddha at Kamakura, near Tokyo. Pan-American passengers adjust their sights to the new perspective of the Orient.

tiny than any nuclear weapon, no matter how powerful.

In fact, the tourist plane and the bomber have for several years been racing each other to a photo finish. With the operation of jet airliners I am convinced that the

effect of jet transportation will be most profound in the Pacific. There are two reasons for this conclusion. One lies in the vast distances involved. The other is the fact that the nations of the



Two commercial jet aircraft, both destined for Pan American Airways, take shape in the Boeing Airplane Company plant at Renton, Washington. In the foreground workers join the nose and center fuselage sections of "PAA 002." In the background "PAA 001" begins to look more like a finished product every day, with two-thirds of the fuselage and three-fourths of the wings in place. Pan Am will take delivery of the first of the Boeing 707's late next year and initial service is scheduled for 1959.

tween these two great nations when this travel time is cut in half. Australia is undergoing an industrial revolution. Millions are being expended in a nationwide search for oil—a search which if successful can have a profound effect upon the entire Pacific basin. The Australians are spending many millions upon vast construction projects, carried out to a large extent by American contracting firms. More and more Australian businessmen are visiting the United States to find new outlets for their products, just as American businessmen are visiting Australia for the same reason.

It shouldn't be very difficult for a San Francisco businessman, familiar with the city's background as one of the world's great import-export centers, to realize the advantage of being able to reach Sydney in 15 hours for a "person-to-person" talk with his Australian opposite number.

#### Tokyo to Seattle

Japan is another area which has always been close to the Pacific Coast from a business standpoint. Its import-export trade with the United States has grown phenomenally in the past five years. In 1950, for example, U. S. exports to Japan amounted to \$416,200,000. By 1951, this had risen to \$889,900,000. For the same period U. S. imports from Japan had grown from \$177,500,000 to \$357,000,000. And the scale keeps on ascending.

With the advent of the jets, a Japanese industrialist bound for the U. S. will be able to travel from Tokyo to Seattle in about 8 hours. I mention Seattle special-

ly because of a very vital point. A jet aircraft can only be operated with any degree of efficiency and economy if it is permitted to fly over the shortest possible route. In the case of Japan and the U. S. this is the Great Circle flight track between Tokyo and Seattle, which is 800 to 1000 miles shorter than the circuitous route via Honolulu and Wake Island which Pan American is now forced to fly.

#### Pacific Northwest

Our company has before the Civil Aeronautics Board applications to serve Japan from Los Angeles, San Francisco, Portland and Seattle. The Pacific Northwest must be included if real advantages are to accrue from flying the Great Circle route. It is an established fact that 54 per cent of trans-Pacific travel to Japan now originates in the Midwest and East and only 35 per cent from California and the Southwest. So far as this 54 per cent is concerned, travel through Seattle to Tokyo is many hundred miles shorter than via Los Angeles or San Francisco and these passengers will have a natural preference for the shorter route.

To return for a moment to the strictly business advantages accruing to the new high-speed travel of the jet age, the people who carry on the world's commerce and industry will find that the shrinking of distances will bring customers infinitely closer, making possible personal contact where only cables and air mail had been practical before. In other words, a businessman from the U. S. or from one of the countries of the Central

or South Pacific, who cannot now afford to spend a couple of weeks away from his desk, will find it perfectly feasible to take a few days off to sit down with his prospective customer and talk things over.

#### Air Cargo

Then, too, there is the constantly growing volume of air cargo which travels across the Pacific in both directions. Even today, there is no part of the Pacific so distant from the West Coast that cargo cannot reach its destination in about three days. It is easy to visualize what this means in terms of distribution. The limited horizons of a circumscribed trading area—bounded by the logistics of surface shipping—need no longer apply. Air cargo has made it possible to open up new markets, free from the overhead costs of offshore warehousing and the tie-up in capital in in-transit merchandise, at the same time enjoying the benefits of faster turnover and pinpoint deliveries.

I never cease to wonder at the strange and varied assortment of cargo which travels the Pacific airways, of the odd fish and fowl (not to mention animals) which are flown across thousands of miles of ocean . . . gold fish and canaries from Japan, prize breeding rams from New Zealand, perishable drugs, samples, ship's documents . . . even heavy machinery. To cite one example, Pan Am recently inaugurated all-cargo Clipper service between San Francisco and Honolulu. The varied cargo on the initial flight included two masts for yachts, five helicopter rotor blades and several thousand pounds of IBM electronic computer equipment!

We anticipate that the jets, with their superior speed, range and payload, will bring a new upswing in air cargo, particularly in the high priority goods.

But even more important than any of these is the tremendous increase in Pacific tourism which the jets will engender. It has been estimated that two jet airliners of the Intercontinental type will be able to carry as many passengers across the Atlantic—or the Pacific—as the Queen Mary does in the same period. When you stop to consider that Pan American alone has ordered 44 of these jets, you come up with the startling equivalent of a fleet of 22 of the largest ocean liners in the world.

#### Increase of Tourism

This almost explosive expansion of passenger carrying capacity is difficult to assess in advance. But it is certainly true that it is going to provide a golden crop for those countries who keep abreast of the jet age in the development of tourism. Visits by U. S. tourists constitute "invisible exports" in the form of dollar receipts for the

countries concerned. Everywhere he goes the American visitor (tourist or businessman) leaves dollar behind in exchange for goods and services. Equally important is the fact that tourism is an "export" over which each country has complete control. If your economy is geared to wool, for example, you may be at the mercy of high tariffs and trade restrictions. But that isn't true of the tourist trade. So long as your country possesses the attractions and can provide the proper accommodations the business is there . . . constant and stable.

#### Trade Follows Travel

Furthermore, it is axiomatic that "trade follows travel." I'd like to cite one example—Thai silk. A few years ago it was unknown outside of Southeast Asia. The American tourists, attracted to Bangkok by its fabulous temple and picturesque canals, "discovered" Thai silk. They had dresses made from it and brought them home for their friends and neighbors to admire. The word got around quickly. Today, Thai silk has grown into a multi-million dollar business and is used not only in dresses but for drapes and many other purposes.

Nor is all this a "one way street." America, too, can profit from the increased travel to the U. S. from the other lands of the Pacific basin which is bound to come with the jets—profit not only in a business sense, but in a broader understanding and a more friendly feeling toward these people.

True, the advent of these new aircraft will not be without its problems. For one thing, they are mighty costly. The going price with spares, comes to about \$6,500,000 each. And their fuel consumption is truly staggering—from three to five times that of such present-day "big" airplanes as the Boeing Strato Clippers.

An operational problem which I think warrants further exploration is one which seems to have some of our neighbors quite concerned—somewhat unduly, in my opinion. This involves the noise created by the powerful turbojet engines with which our new plane will be powered.

Up until now, public experience with jet noise has involved military aircraft, and they do not provide a fair gauge to the amount of noise which will emanate from the civilian aircraft of the near future. For one thing, most military aircraft engines are equipped with a device which will not be found on the commercial planes. That is the afterburner, which provides extra thrust during takeoff and climb and creates a tremendous amount of noise in doing so. Secondly, the civilian aircraft will be equipped with something which the military

(Continued on Page 8)

## Harvard and Big Business

# ROBERT B. MURRAY, JR.

## Airline Executive is Practical Administrator and Man of Vision

By WILLIAM FLYNN

Robert B. Murray, Jr., is one of the new breed of business men, the product of modern education and Big Business training by those who believe that results may be obtained by efficiency rather than brute strength.

It would be difficult to envision this major airline executive as a "rugged individualist" of the era of the Early Twentieth Century when the first great corporate operations were established in the nation. But that does not mean that he cannot be tough when he deems the circumstances so require.

In the parlance of the prize ring, Mr. Murray would be termed a counter puncher of the Ray Robinson school of thought. He lets the other guy do the leading, picks off the punches with the flick of a glove or elbow or slips them with a fractional nod of the head.

As the objective is to win, he could be content by taking a unanimous decision on points. But if the opponent turns out to be a Fuller and tries to force a rugged pace, there is always that great left ready and able to knock his head off.

### Finesse Gets Results

While the conferences of modern business are seldom conducted these days with bare knuckles or even six ounce gloves, they none-the-less are rough and it is entirely possible that Mr. Murray can end the affair with a thought or force of personality that is just as lethal in the long run as Sugar Ray's left to the chin.

Mr. Murray was appointed vice-president for Pan American's Pacific Division during April 1956, succeeding the famed Colonel C. M. Young, who virtually built the network of airways the company operates and brought it to maturity in the age of "props" before he retired.

The operation that Mr. Murray took over includes 46,910 route miles. They extend from San Francisco to Calcutta, from Alaska to Australia.

During 1956, the payroll for the operation totaled \$25,900,000. Of



ROBERT B. MURRAY, JR.  
Executive Vice-President, Pacific-Alaska Div., Pan American World Airways

that sum, \$16,800,000 was paid to the workers at the Division's operational headquarters at San Francisco International Airport. They, with those in the "field," total 5,200 with more than 3,000 employed at San Francisco. To keep the Division operating, its purchasing agents spend more than \$13,000,000 in the Bay Area.

Mr. Murray was born at Hampstead, Maryland, on January 31, 1911.

He was educated at Mercersburg Academy, and received his Bachelor of Arts Degree from Harvard, a member of the Class of '34. He immediately began practicing the profession that today he describes as "business executive."

For a year after leaving the Harvard yard, he was an investment banker for C. T. Williams and Company. A year later he became a security analyst for Tucker Anthony & Co., at 120 Broadway in New York. He remained in that

position for five years and then became a lending officer for the New York Trust Company, at 10 Rockefeller Center in New York.

In 1939 he married the former Elinor Levering Lindley. Their home is at 650 Brewer Drive, Hillsborough.

With the coming of World War II, Mr. Murray was commissioned a captain in the Air Corps and finished his tour of duty as a colonel in the United States Air Force. He was on active duty from 1942 to 1945. His assignments included Commanding officer of the 512th Air Base Group at Reading, Pa., and Deputy Commanding Officer of the 512th Troop Carrier Wing, at Newcastle, Delaware. He saw service in both the European and Pacific theaters of operation. He remained in the Reserve until 1951 and presently is retired with the rank of full colonel.

After the war, Mr. Murray became president of the Pennsylvania Economy League, Inc., with offices in Philadelphia.

For a number of years he had been active in Republican activities. Before the war he was secretary of the United Republican Finance Committee of Metropolitan New York and later served as chairman of the committee. When general Eisenhower became a citizen and presidential candidate, Mr. Murray was a member of the executive committee of the Eisenhower National Finance Committee, and also served as a member of the Republican National Finance Committee.

### Government Service

This preceded his appointment as Under Secretary of the Commission for Transportation, in the Department of Commerce, in 1953. He "served" two years in Washington.

As a member of the second echelon of cabinet rank, Mr. Murray was concerned with the Civil Aeronautics Administration, the Weather Bureau, the Defense Air Transportation Administration, the

Coast and Geodetic Survey, the Bureau of Public Roads, the Inland Waterways Corporation, and served as chairman of the Transportation Committee of the Office of Defense Mobilization.

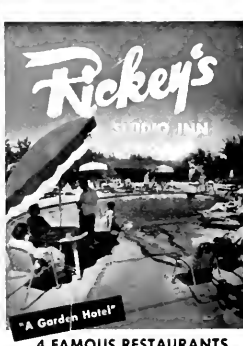
During this period he carried out the assignments of several presidential appointments.

### Varied Assignments

He was a member of the Air Navigation Development Board, the President's Advisory Committee on Weather Control; the National Advisory Committee on Aeronautics; vice chairman of the White House Conference on Highway Safety; and chairman of the Air Co-ordinating Committee, the American Delegation to the International Civil Aviation Organization at Brighton, England.

Somehow or other he found time to serve as a Trustee of the United Seamen's Service, and a member of the Board of Naval Architects and Marine Engineers.

When he concluded his tour of duty in the Department of Commerce, Mr. Murray was named a vice president and assistant to the president of the Baldwin-Lima-Hamilton Corporation, with offices



4 FAMOUS RESTAURANTS  
Palo Alto, San Francisco and Stonestown, California

in Philadelphia. From that office, he accepted appointment as a Pan American vice president and established himself in the San Francisco area.

In his new field of operations he served as a member of the Transportation Committee of the San Francisco Chamber of Commerce and accepted appointment as a California sponsor of the Citizens Committee for the Hoover Report.

He is a member of the Government Research Association, the National Defense Transportation Association, the Society of Naval Architects and Marine Engineers, the American Academy of Political Science and the National Tax Association.

His hobbies are golf—I shoot in the 9's— and harness racing. One of his steeds once held a world's record. His most active current hobby is gardening.

He is a member of San Francisco Golf Club, Midway Club and Racquet Club of Philadelphia; the 1925 F Street Club, the Chevy Chase Club of Washington; the Dugan's Club of Pittsburgh; the Pinnacle Club, Cloud Club, and the Pilgrims of the United States of New York; and the Ekanow Country Club of Manchester, Vt.

## New Era in Travel

Continued from Page 6

cannot "afford" the noise suppressor.

Fantastic sums in engineering manpower and dollars have been spent by engine and aircraft manufacturers for research on noise suppressors and our experts assure us that great progress has been made. As a result civilian jet aircraft are not expected to be any noisier than piston engine aircraft presently in service.

The installation of these silencers will cost the airlines a very large sum in weight increased drag and additional fuel consumption. These penalties we are prepared to pay, for we realize that we must continue to be good neighbors with the communities which surround the airports from which we operate.

### Operating Techniques

In addition to improved engine design and the installation of silencers we will be able to reduce jet noise even further by certain operating techniques. The new planes are of high performance aircraft, able to take sense of the world around them. Climbing out of airports at much steeper angles than the speeds than any piston plane. But the noise communities which surround them will be subjected to a much shorter period of high noise. The new aircraft are also being designed with noise-reducing power approaches to the engine.

and again gain a substantial noise reduction.

It is a fact that noise has always been with us—and always will be. What tends to irritate us for a time is a new type of noise. Then we get used to it.

### Problem and Answer

The sound of transportation is as old as the wheel. But all it took to silence the rasp of a wheel on a dry axle was a dab of grease. As the efficiency of transportation increased, so did the sounds created by the means of propelling the vehicle. The horse, with his clattering hoofs, was once considered a nuisance. Actually, it wasn't so many years ago that rubber-shod horses were pulling milk wagons in our city streets.

When engines replaced animals the noise was sometimes considered nothing less than a menace. But transportation progress continued. Mufflers were invented and more important, people accustomed themselves to the noise which could not be muffled. Then transportation took to the air and we had a new and different kind of sound. The growing air industry realized that this was a problem that it had to do something about. The first step was to build airports away from populated areas. That worked for a time, then neighbors began crowding in on the airports. The air industry took further steps. It devised a system of preferential runways for connecting approach, landing, takeoff and climb out operations over open areas whenever possible. It specified that noise run-up areas should be located as far as possible from residential areas and that engine testing be done in special fields. And it worked. These days you seldom hear anyone who lives near an airport complain of undue noise.

### Noise Reduction

Today we are confronted with a new type of engine which will create a new type of sound. But we in the aviation industry are convinced that by the time the big jets get into service this noise will be attenuated to a level which will be perfectly acceptable to our neighbors.

I cannot help but believe that we have reached the era of the greatest international expansion the world has ever seen—with the jet transport as the spark plug which will touch off what can be an age of peace and understanding.

Maritime experts have estimated that every ship now afloat in the world could be anchored with room to spare in the 46 square miles of San Francisco Bay and its contiguous bays and straits. Larger nations, earlier in the world according to the San Francisco Chamber of Commerce

## MILK BY PIPELINE FROM VITAMIN-NOURISHED COWS



Rancher McClelland forks fragrant alfalfa hay to his herd of 200 cows after the morning milking. With him are two of his three children—George, 5, and Saralee, 9.

The milk can and the three-legged stool, once essential pieces of equipment in the dairy, are about to take their places in the agricultural museums—along with the flail and the scythe.

Many San Franciscans may not realize it, but the familiar white plastic tubing in the family refrigerator is the end result of an ingenious system of pipeline production.

There was a time, not so long ago, when the dairy farmer did his chores by lantern light, sporting twin streams of milk into a three-gallon pail. This was emptied through a three-strand strainer into a five-gallon milk can which was cooled in a tank of water. The cans later were hauled to the roadside for transfer to a truck or sometimes a train, to be carried to the dairy processing plant.

It was slow heavy work. Small wonder dairymen were recognizable by their massive forearms, powerful grips, and a slight stoop to their shoulders.

The evolution began two decades ago, with the electrification of rural areas. The postwar development of new alloys and plastics has greatly accelerated the change.

Today's dairymen relies on a combination of stainless steel plastic tubing, electricity and gravity to move milk from cow to refrigerator with a minimum of heavylift.

City dwellers visiting a late-model dairy farm to relieve a childhood visit to the country may well swear that the only similarity is the fact that cows still have four legs.

For a closer look at modern dairymen in the Bay Area, City-County Record made an early-morning trip to the Novato ranch

of Robert McClelland, veteran of 20 years in the dairy business.

The modern dairy farmer still gets up early—Rancher McClelland's day begins at 5:00 a.m.—but there any resemblance to the oldtime milking operations ends. His cows are milked in a "milking parlor"—a concrete and steel room of almost clinical cleanliness that looks more like a factory than a farm.

### New Style Milking

While the bovines are thrusting their heads into semi-automatic stanchions for a snack of vitamin-enriched feed dumped in measured portions from an overhead hopper, the milker briskly gets bossy a thorough scrubbing and attaches a four-barreled milking device that whisks the milk away on its start to market.

An electrically-driven pump replaces muscle power in moving the milk directly from the cow through a pipeline to a huge stainless-steel holding tank. Likened to a giant Thermos bottle, the holding tank is lined with two inches of glass insulation. A 550-gallon model bears a price tag of almost \$3,000.

Before flowing into the tank, the milk is instantaneously cooled to 34 degrees. It is held at this temperature—which effectively blocks the growth of any bacteria—until it is picked up by a giant tank



truck for the final journey to the processing plant.

The tank truck driver uses another pumping system and pipeline to empty the dairy's holding tank.

Next stop is the processing and distributing plant where the milk is pasteurized, homogenized, bottled and sent on its final journey to the consumer.

#### High Finance

While pipeline milking has taken a lot of the drudgery out of dairying and improved the quality of milk, it has plunged the farmer into the realm of high finance. It's not unusual for a dairyman to have \$25,000 invested in just milking equipment and facilities—plus the money tied up in land, buildings and herd.

On the credit side, such mechanization makes it possible for one man to care for a much larger number of cows than was possible in Grandpa's day. The average California dairy herd totals 150 cows, usually cared for by their owner and one part-time helper.

Dairy mechanization means a better break for the consumer, too. Although milk prices have been rising, dairymen point out that the increase has been less—percentage-wise—than that of other foods.

San Francisco milk prices are generally near the bottom of the scale of the monthly cost-of-living charts compiled by the United States Department of Agriculture on 25 of the nation's key cities.

Bay Area milk producers have made some truly giant strides since the days when the founding fathers bought milk from earthen jars slung over the pommel of the milkman's saddle horse.

#### S. F. FAIR EXHIBIT

The 1957 exhibit of the City and County of San Francisco at the California State Fair in Sacramento will feature the San Francisco home furnishing industry.

The exhibit will include a revolving stage with three settings: a living room looking into a patio, the patio looking into the living room and a dining room in a night scene. A synchronized sound track will describe the settings, their origins, design, fabric, manufacture and distribution.

The "Monterey type" boat used at San Francisco's Fisherman's Wharf had its origin on the Nile and was used for centuries in the Mediterranean, before Sicilian fishermen brought it to northern California, according to the San Francisco Chamber of Commerce.



Modern milking begins with the attachment of a four-barreled device which whisks the milk directly from the cow through a pipeline to a holding tank. An electric pump replaces muscle power.

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(Continued from Page 6)

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### Problem and Answer

The sound of transportation is as old as the wheel. But all it took to silence the rasp of a wheel on a dry axle was a dab of grease. As the efficiency of transportation increased, so did the sounds created by the means of propelling the vehicle. The horse, with his clattering hoofs, was once considered a nuisance. (Actually, it wasn't so many years ago that rubber-shod horses were pulling milk wagons on our city streets.)

When engines replaced animals the noise was sometimes considered nothing less than a menace. But transportation progress continued. Mufflers were invented and, more important, people accustomed themselves to the noise which could not be muffled. Then transportation took to the air and we had a new and different kind of sound. The growing air industry realized that this was a problem that it had to do something about. The first step was to build airports away from populated areas. That worked for a time, then neighbors began crowding in on the airports. The air industry took further steps. It devised a system of preferential runways for conducting approach, landing, take-off and climb out operations over open areas whenever possible. It specified that engine run-up areas should be located as far as possible from residential areas and that engine testing be done in special cells. And it worked. These days you seldom hear anyone who lives near an airport complain of undue noise.

### Noise Reduction

Today we are confronted with a new type of engine which will create a new type of sound. But we in the aviation industry are convinced that by the time the big jets go into service, this noise will be attenuated to a level which will be perfectly acceptable to our neighbors.

I cannot help but believe that we have reached the era of the greatest international expansion the world has ever seen—with the jet transport as the "spark plug" which will touch off what can be an age of peace and understanding.

Maritime experts have estimated that every ship now afloat in the world could be anchored with room to spare in the 456 square miles of San Francisco Bay and its contiguous bays and straits, largest natural harbor in the world, according to the San Francisco Chamber of Commerce.

## MILK BY PIPELINE FROM VITAMIN-NOURISHED COWS



Rancher McClelland forks fragrant alfalfa hay to his herd of 200 cows after the morning milking. With him are two of his three children—George, 5, and Saralee, 9.

The milk can and the three-legged stool, once essential pieces of equipment in the dairy, are about to take their places in the agricultural museums—along with the flail and the scythe.

Many San Franciscans may not realize it, but the familiar white bottle or carton in the family refrigerator is the end result of an ingenious system of pipeline production.

There was a time, not so long ago, when the dairy farmer did his chores by lantern light, spurring twin streams of milk into a three-gallon pail. This was emptied through a cheesecloth strainer into a 10-gallon milk can which was cooled in a tank of water. The cans later were hauled to the roadside for transfer to a truck (or sometimes a train) to be carried to the dairy processing plant.

It was slow, heavy work. Small wonder dairymen were recognizable by their massive forearms, powerful grips—and a slight stoop to their shoulders.

The evolution began two decades ago, with the electrification of rural areas. The postwar development of new alloys and plastics has greatly accelerated the change.

Today's dairymen relies on a combination of stainless steel, plastic tubing, electricity and gravity to move milk from cow to refrigerator with a minimum of "heave-ho."

City dwellers, visiting a late-model dairy farm to relive a childhood visit to the country, may well gasp that the only similarity is the fact that cows still have four legs.

For a closer look at modern dairymen in the Bay Area, City-County Record made an early-morning trip to the Novato ranch

of Robert McClelland, veteran of 20 years in the dairy business.

The modern dairy farmer still gets up early—Rancher McClelland's day begins at 5:00 a.m.—but there any resemblance to the oldtime milking operations ends. His cows are milked in a "milking parlor"—a concrete and steel room of almost clinical cleanliness that looks more like a factory than a farm.

### New Style Milking

While the bovines are thrusting their heads into semi-automatic stanchions for a snack of vitamin-enriched feed (dumped in measured portions from an overhead hopper), the milker briskly gives bossy a thorough scrubbing and attaches a four-barreled milking device that whisks the milk away on its start to market.

An electrically-driven pump replaces muscle power in moving the milk directly from the cow through a pipeline to a huge stainless-steel holding tank. Likened to a giant Thermos bottle, the holding tank is lined with two inches of glass insulation. A 650-gallon model bears a price tag of almost \$3,000.

Before flowing into the tank, the milk is instantaneously cooled to 34 degrees. It is held at this temperature—which effectively blocks the growth of any bacteria—until it is picked up by a giant tank

truck for the final journey to the processing plant.

The tank truck driver uses another pumping system and pipeline to empty the dairy's holding tank.

Next stop is the processing and distributing plant where the milk is pasteurized, homogenized, bottled and sent on its final journey to the consumer.

#### High Finance

While pipeline milking has taken a lot of the drudgery out of dairying and improved the quality of milk, it has plunged the farmer into the realm of high finance. It's not unusual for a dairyman to have \$25,000 invested in just milking equipment and facilities—the money tied up in land, buildings and herd.

On the credit side, such mechanization makes it possible for one man to care for a much larger number of cows than was possible in Grandpa's day. The average California dairy herd totals 150 cows, usually cared for by their owner and one part-time helper.

Dairy mechanization means a better break for the consumer, too. Although milk prices have been rising, dairymen point out that the increase has been less—percentage-wise—than that of other foods.

San Francisco milk prices are generally near the bottom of the scale of the monthly cost-of-living charts compiled by the United States Department of Agriculture on 25 of the nation's key cities.

Bay Area milk producers have made some truly giant strides since the days when the founding fathers bought milk from earthen jars slung over the pommel of the milkman's saddle horse.

#### S. F. FAIR EXHIBIT

The 1957 exhibit of the City and County of San Francisco at the California State Fair in Sacramento will feature the San Francisco home furnishing industry.

The exhibit will include a revolving stage with three settings: a living room looking into a patio, the patio looking into the living room and a dining room in a night scene. A synchronized sound track will describe the settings, their origins, design, fabric, manufacture and distribution.

The "Monterey type" boat used at San Francisco's Fisherman's Wharf had its origin on the Nile and was used for centuries in the Mediterranean, before Sicilian fishermen brought it to northern California, according to the San Francisco Chamber of Commerce.



Modern milking begins with the attachment of a four-barreled device which whisks the milk directly from the cow through a pipeline to a holding tank. An electric pump replaces muscle power.

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## BOOKS TO THINK ABOUT

### THE NEXT HUNDRED YEARS

By Harrison Brown, James Bonner  
and John Weir  
Viking \$3.95

### AMERICA'S NEXT TWENTY YEARS

By Peter F. Drucker  
Harpers \$2.75

In 1956 three first-class scientists from the California Institute of Technology met together with the chief executives of thirty American industrial corporations. In a series of discussions, they considered the resources, both of manpower and materials, which would be needed for the next century in a "scientific - technological - industrial" society. This book is a report of the conclusions.

### Living Standards

The first of the book gives an account of the quantity of raw material required for each individual in different modern societies. From lucid little charts, we can discover, for instance, that the average American consumes 3,120 food calories, has 61 lbs. of fertilizer applied to his food per year, and needs 2 3/10 tons of coal to keep his share of the industrial wheels turning. The corresponding figures for an Indian are 1,650 calories, 1/2 lb. of fertilizer and 1/10 of a ton of coal. Thus the different standards of living in the U. S., the United Kingdom, USSR, Japan and India are sharply brought to our realization.

As the preface points out, while the life of a man is comparatively short, that of an industrial corporation is considerably longer. The authors, therefore, proceed to worry their way through what they envisage to be the problems which industry must meet in the next hundred years. These are principally concerned with finding enough food, fuels and manpower skills. It is heartening that these modern prophets, unlike so many of their predecessors, come up with optimistic answers. For example, by the time coal is exhausted, atomic energy will take over. Also, unlike many intellectual planners, they have a pleasantly human side. In discussing algae as a possible food crop, they are neighborly enough to admit that all you finish up with is "a nasty, little green vegetable."

### Clear Picture

The book gives an interesting and clearly defined picture of our present day technological society. The scientist and technological expert will be stimulated by its vista of the future. The man in the street, however, may feel a certain bleakness from two defects (Continued on Page 11)

## A World Trade Library in Commemoration of A World Figure in Shipping and Commerce

The Captain Robert Dollar World Trade Library, founded last month at the World Trade Center by R. Stanley Dollar, president of the Robert Dollar Co., is a memorial to his father, the late Captain Dollar.

The founding commemorated the seventieth anniversary of Captain Dollar's first major philanthropic work, the provision of funds for a library in his native village of Falkirk, Scotland, as well as the 77th birthday of Stanley Dollar.

A special shipping section in the International Trade and Shipping Library at the Center will constitute the memorial library. Funds donated by Stanley Dollar will be used towards the purchase of books and periodicals over a ten year period.

In accepting the gift, Frank E. Marsh, managing director of the Center, declared that the library "will be an outstanding and appropriate tribute to the man who, among other accomplishments, inaugurated around-the-world passenger and freight service and was largely responsible for the expansion of the modern U. S. Merchant Marine in world wide trade and tourist operations. It is especially appropriate for the Center to house the collection in as much as Captain Dollar first proposed the idea of a World Trade Center over thirty-five years ago."

### Big Role

Captain Dollar played an important role in the development of foreign commerce in San Francisco and the Pacific Coast. His entry into the shipping industry, in which he rose to international

prominence, was incidental to his lumber business; his first ship as purchased in 1892 to expedite transportation of his lumber to various points on the West Coast.

### Copra Trade

The Dollar Steamship Line developed as he bought, built and chartered ships to carry his lumber to expanding markets throughout the world. Reciprocally, he played an influential part in the development of many industries as he contracted or bought cargoes for the return trip. Copra, trade with the Philippines, an important source of oil for soaps and margarine and the second ranking in dollar volume of imports to San Francisco, is an example of his lasting impact on the development of international trade.

In 1924, Dollar bought the first of several President liners and, despite warnings of certain failure, launched the first round-the-world service.

An outstanding example of the international respect which Captain Dollar's business and personal integrity earned for him occurred during World War I, when the U. S. government contracted with the Chinese government for \$14 million worth of ships to be built

(Continued on Page 11)



R. Stanley Dollar (left), president of the Robert Dollar Co., presented the memoirs of his father, the late Captain Robert Dollar, to Frank E. Marsh (center), manager of the World Trade Center, as the first volumes of the Captain Robert Dollar World Trade Library at the World Trade Center. R. Stanley Dollar, Jr. (right) also participated.

## Harbor Craft Welcome Huge New Ferry



Crew member of Western Pacific tug boat "Hummaconna" watches the \$1,300,000 diesel train ferry "Las Plumas" head into Pier 18, with Commander Dan London's "Adventurers" in her wake.

A royal welcome was accorded the new Western Pacific train ferry "Las Plumas" when she arrived in San Francisco Bay on a bright July morning.

Coming down from Portland under her own power with officers and crew living in sleeping and dining cars aboard, the huge streamlined ferry was greeted by geyser spraying fireboats, Dan London's "Adventurers" and other Bay pleasure boats of the "great golden fleet," whistle blasts from various ships in the harbor, and other fanfare.

Among the craft going out to meet the "Las Plumas" was the venerable Western Pacific tug "Hummaconna" whose job will be absorbed by the new arrival.

The "Las Plumas" differs widely from other ferries that have plied the Bay, being of streamlined design and embodying many new features, perhaps the outstanding one being a bow propeller operable at any angle to the keel for easy maneuverability. She was designed by L. C. Norgaard, San Francisco

naval architect, and built by the Albina Engine and Machinery Works at Portland.

The new 2,255 gross ton ferry which cost about \$1,300,000 to build, is powered by direct diesel propulsion of three main screws at the stern, each engine delivering 700 horsepower and providing a speed when loaded of twelve knots. She is 375 feet overall length and will handle 28 freight cars, replacing two steam tugs and car floats and at the same time improving service.

The control bridge and crew's quarters are located in a single span bridge amidships. The ship is fully equipped with radio and radar. A novel feature is the method of taking on fuel which will be accomplished by rolling large tank cars aboard the vessel and filling by gravity from the cars through manholes in the deck.

The "Las Plumas" is now in service between the Western Pacific Mole in Oakland and San Francisco points.

comments was: "There are two kinds of honesty. One, the clean-cut and genuine article that is carried out in word, deed, and action; the other kind permits a man to go right up to the prison doors, but being smart enough, he keeps out. The latter kind of honesty you should have nothing to do with."

### Plan for Library

Material to be purchased for the library in his name will be dedicated to the promotion of trade, as is the entire World Trade Center program, and will include directories, customs and route information, history and other information pertinent to shipping and the international exchange of commodities. The material will be available for use by firms and individuals engaged in international commerce.

## Books

(Continued from Page 10)

in this dissertation. On one hand, the forecasters rely too heavily on a shaky ability to forecast population statistics. On the other, they do not consider the fact that the life of mankind is longer than that of any corporation, atoms permitting, and that the warm-blooded little biped who inhabits earth is forever changing the shape of things to come by his spontaneous sparks of genius.

### Limited Scope

He reserves the right to look his technological monster in the face and say, "The heck with it," and go off on some other trail. However, a wider scope of enquiry is a lot to ask, and within their own clearly-defined limit, the authors have produced a fascinating panorama.

"America's Next Twenty Years," is a quick look at the composite picture of society in the next two decades. Population changes, business and politics, both foreign and domestic, are examined.

Mr. Drucker has the advantage of being on much surer ground than the authors of "The Next Hundred Years," because the population he is concerned to study has already been born, and his speculations are limited to one nation.

The book gives a well-reasoned study of automation's most likely impact on society. The author makes it clear that some union leaders are already showing a certain lack of vision, in predicting mass unemployment by a large scale displacement of workers.

### New Way of Life

The truth is that automation is not a set of gadgets, but a new way of life, and incredibly large numbers of workers will be needed behind the scenes in new highly-skilled jobs. In other words, automation will cause a rise of living standards, much as the growth of mass production has done. The worker will not be down-graded to slavery at a machine, but up-graded into a better worker, highly educated and more resilient, using a trained imagination and a sound judgment.

A jaunty chapter headed: "Will The Colleges Blow Their Tops?", suggests that by 1975 we will need twice the present number of college professors, and that the cost of education to the American people will rocket from the present \$15 billion to at least \$50 billion.

The reader goes on with a mounting sense of shock to discover that this plushy democracy may become a "have-not" nation needing to import essential raw materials. Finally political issues are discussed, with stress on the

(Continued on Page 14)

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## World Trade Library

(Continued from Page 10)

in Chinese shipyards. Captain Dollar was designated as custodian of the funds to be turned over to the Chinese upon completion of the contract. On the instructions of the president of China, no bond or contract was required of Captain Dollar. During his many trips to the Orient, Dollar was looked upon as a visiting statesman and was paid honor by officials and local citizens.

The boy who started work at the age of twelve for a wage of sixty cents a week became a friend and confidant of such outstanding leaders as Sun Yat Sen, Theodore Roosevelt, Woodrow Wilson and Herbert Hoover. One of his salty

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## After Dark

### For All Tastes

We recommend "No Time for Sergeants" to those who have been subjected to service rigors and disciplines. This play — adapted from Mac Hyman's novel — is an irreverent commentary on upper echelons by a hero of unheroic gullibility and simplicity engagingly played by James Holden. It is at the Geary Theatre, on whose stage you may see an aeroplane in flight, and a dramatic parachute jump, quite remarkable mechanical achievements.

The Air Force is seen through a haze of zany comedy, which exhibits a rookie from the south who makes life rough for his superiors, whether sergeants or psychiatrists. It will please all persons who bear a grudge to sergeants — indeed anybody with a sense of humor and a delight in good acting.

#### Minority Report

On "My Fair Lady," closing at the Opera House on August 17, honesty compels us to submit a minority report. We don't want to be spoil sports, and gladly pay tribute to brilliant costuming, choreography and sets, and to sprightly and talented performance. We hum the hit tunes in the City-County Record office as much as anybody else in town, but we do not think this is the musical to end all musicals, nor can we join the chorus of those who say that Bernard Shaw would be mighty pleased to see this transmutation of his play "Pygmalion." We hazard the guess that he would have some disconcerting things to say about the show.

He would of course assert that the best parts of it are spots where his original dialogue has been preserved, as in the interview of Doolittle with Professor Higgins. We doubt if Shaw would concur with the casting of Brian Aherne as Higgins — it is just not his part. When Eliza at last achieves the miracle of lady-like speech, Shaw would, we think, shift uncomfortably in his seat at the sudden shoving in of the song: "I could have danced all night" — indeed, it is at this, and sundry other points, where the seams of stage manufacturing show, that the logically minded playwright would protest at the holding up of action, and the destruction of idea by artifice.

If you missed out on tickets for this sold-out spectacular, you might well console yourself with a visit to "Fanny" at the Curran Theatre, to us an enchanting evening studded with the magnificent singing of Italo Tajo in a picturesque French seaport setting, Claude Dauphin as the aging man

(Continued on Page 14)

### Great Outdoors

### Sunday at Stern Grove



View of music lovers from hill slope.

To thousands of San Franciscans one of the City's most cherished summer traditions is "Sunday at The Grove."

"The Grove," of course, is beautiful Sigmund Stern Grove, located at the corner of 19th Avenue and Sloat Boulevard.

And the summer tradition is the internationally famous Midsummer Music Festival which annually presents a series of free Sunday afternoon programs, running the scale of taste from Verdi to Gilbert and Sullivan, with generous portions of orchestral concerts and ballet in between.

Both the Grove and the programs which are presented in a setting unsurpassed by any open-air concert area in the United States — a natural amphitheater guarded by stately eucalyptus, redwood and fir trees — were given to San Francisco as a memorial to her late husband by one of the City's greatest citizens, Mrs. Sigmund Stern, whose death early in 1956 caused sorrow throughout the Bay Area.

#### History of Grove

The Grove has certain natural endowments which are unusual. Also unusual is its history.

Before the Forty-Niners cast their golden shadow across the chronicle of California, the area already was part of the pioneer homestead of the Greene family.

It wasn't much then — a big gully torn out of the wasteland by the brook that still chuckles near its rustic proscenium.

Before the nineteenth century died, one George Greene sensed its potentialities for natural splendor.

He planted many of the fruit trees and shrubs still found.

He also was an enterprising businessman. Amid it all he built the Trocadero Inn, a storied center of social — and antisocial — entertainment before it closed down during World War I days.

As "the old Trocadero Ranch," the valley slumbered through a decade.

#### Gift to City

It was in 1931 that Mrs. Stern, searching a fitting memorial to her late husband — a living monument that would carry on their lives' work in civic service — hit upon the idea of buying the property.

She turned it over to the city for a recreation site. For that it had obvious advantages — shelter from prevailing winds and fog, unspoiled nature in close proximity to the heart of an expanding city.

Some additional possibilities soon became apparent. It was Nature's music box. The terrain, with the help of the accidental sounding board created by the tall eucalyptus massed down the slopes, provided unusual acoustics.

That was proved the day, it was June 4, 1932, that the city grate-

(Continued on Page 14)

## Woman of the Month . . .

### BUSY EXECUTIVE JANE TAYLOR FINDS TIME FOR CRUSADE JOB

By ROSEMARY McQUARRIE

"I believe in the absolute importance of preserving the dignity of the individual," so Miss Jane Taylor is quoted in the Congressional Record.

This belief helps account for a nationally-known personnel woman's success in her field and her interest in volunteer service causes, including United Crusade.

The only woman regional personnel officer for the federal General Services Administration, Miss Taylor recently accepted chairmanship of the federal employees' campaign for San Francisco and is the first woman ever to hold this post.

Miss Taylor, who directs a far-flung personnel program while holding volunteer posts in three counties, was quoted in the Congressional Record after an un-

identified listener sent a copy of one of her speeches to Congressman George P. Miller of Alameda County. The speech was given for the Bay Area Association of Personnel Women, and all of it was included in the Record under date of January 18, 1956.

A slender, attractive woman with a warm smile and gentle voice, Miss Taylor is a busy executive.

(Continued on Page 15)



Jane Taylor and friends at North Beach swimming pool.

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## Stern Grove

(Continued from Page 12)

fully accepted the gift and the childish troubles of a playground chorus gave the first test to a musical center that now ranks among the world's finest.

From that day's inaugural stemmed a steady growth of the city's musical reputation. For the first time San Francisco, the cultural heart of the Pacific Coast, had an outdoor center to vie in service to the people with Chicago's Ravinia Park, St. Louis' Forest Park and Hollywood's Bowl.

### Quiet Retreat

As a quiet retreat for the harassed city dweller, as a playground fit for childish dreams "The Grove" slowly prospered. An occasional symphonic concert or a children's review led more than one newspaper critic to muse over the possibilities.

Mrs. Stern did more than that. She's Stern did not content with the numerous benefactions that had earned her the gratitude of thousands and a significant role in the growth of her beloved city.

In 1938, she rallied a group of equally civic minded citizens to form the Sigmund Stern Grove Music Festival Committee. With that support and impetus, the idea of a full summer season of music events, free to all, burgeoned into full life.

### Music Festival

It took, and still takes, a considerable amount of money. Each year, for the past fourteen, the Committee has met the challenge and the duty.

Several still are active in the Music Festival's affairs. Typically self-effacing, these benefactors tend to minimize their work.

Not so the thousands, literally, of musicians, critics and just plain music lovers who have come to realize that the Grove concerts thus created are the keystone in this city's arch of music appreciation.

### New Talent

One anonymous editorial writer in a local newspaper put it this way: "These programs, including symphonic concerts, operatic performances and ballets may be considered the matriculation courses in musical appreciation because they are free and because they thus give children and uninitiated music lovers the opportunity to test music's charms without cost."

"Too, talented San Franciscans gain the opportunity to appear... an early step from which many have advanced to high artistic recognition."

"The Grove" is more than a home for outdoor music spectacles, as, only moderately adventurous concert-goer will find if he wanders into its tracery of pathways above the wide meadow.

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## After Dark

(Continued from Page 12)

who marries a youthful belle (Dorretta Morrow) gives this Marcel Pagnol invention a dominating touch of Gallie wit, and if laughter is mixed with sentimentality—who are we to complain, so long as there is no high-falutin' pretension about an entertainment which tickles the funny bone and warms the heart?

At the Alcazar Theatre where the finished and subtle English comedian Reginald Gardiner is the spark plug of a high society play "The Reluctant Debutante" about a girl of seventeen whose parents try to marry her off, the next offering, due to open on August 26, promises to be one of the most significant dramatic events to come to this town for many months. It is "The Diary of Ann Frank," with Joseph Schildkraut from the New York cast, and Abigail Kellogg in the poignant role of the Dutch teen-ager whose diary, written during the Nazi oc-

cupation of Amsterdam, is one of the terrifying masterpieces of our time.

The return of Mary Martin on August 29 in "Annie Get Your Gun," at the Curran Theatre is, of course, the highlight of the last of the four presentations of the Civic Light Opera Association whose season this year has broken records.

### Night on the Town

One good way (for \$9.50) to see the night life of San Francisco is to transfer all important decisions to Grayline Tours between the hours of 8:30 p.m. and 2:00 a.m. Instead of hesitating between rival shows and bistros, you put yourself in the hands of an efficient guide. Ours was a pint-sized humorist called Joe with an ability to breathe intimacy into a busload of people, and an executive capacity which enabled him to keep track of everybody, and shepherd us speedily in and out of places of entertainment.

In one evening, so conducted, you can see a representative cross-section of our city's diversions, and for good measure, extend your savoir-faire by rubbing shoulders with people from Texas, Arkansas—indeed all over the world.

### Male Impersonator

Our tour included Finnochio's, where there is a male impersonator who imitates Sophie Tucker, and the Sky Room where Barbara Young dresses elegantly before a Buddha-like figure (unfortunately the eagerly strained head of the man in front of us got in our way, and we were balked from giving a full and accurate report of this exotic ritual).

After an opportunity to explore Nob Hill's splendours in the Fairmont and the Top o' the Mark, we called on Jack the Singing Bartender at Casadoro, and concluded the evening in the plush surroundings of Bimbo's where the Dorothy Dorben dancers bring well-drilled beauty and freshness to a slick show currently featuring illusionist Riccardi, Jr., the Valenos, adagio dancers, and singer Fran Jeffries.

Champagne and other drinks are provided on this astonishingly expensive night on the town.

## BOOKS

(Continued from Page 11)

government's responsibility to develop a foreign policy which is firm, determined and long-sighted. It is pointed out that our internal rewards will depend directly upon the wisdom and leadership given by this country in the international field which in our time has become a primary claim.

The book is concise, provocative, and ruggedly hopeful.

— J. R.



## Jane Taylor

(Continued from Page 13)

tive who somehow manages to appear serene and unhurried. In the midst of an interview or conference she will pause to thank a janitor for fixing a window, and then her face lights up with a warm, happy smile.

Miss Taylor travels widely on official duties and yet finds time for a variety of causes. These include Crusade and service on the board of trustees for Mills College, from which she was graduated in 1935, as well as on the personnel board of her home city, San Mateo.

Professionally, Miss Taylor directs the personnel program for some 1,700 GSA Region 9 employees in California, Nevada, Arizona and Hawaii. Her office is often like the information desk at Grand Central Station, she says, explaining that janitors, top executives, mechanics, elevator operators, clerks, warehousemen — all were welcome.

### Personnel Policy

This "personal" personnel policy is part of the creed Miss Taylor spreads nationally in meetings with other government officials, personnel groups and in publications.

Besides being quoted in the Congressional Record, her views have been the subject of a feature article in the Christian Science Monitor. This was in 1954 when Miss Taylor was a featured speaker at the Harvard Business School.

For the uninitiated, Miss Taylor explains that General Services Administration, her agency, is the "housekeeping" arm of the federal government. An outgrowth of the Hoover Commission recommendations of 1948, GSA is dedicated to saving time and money for other government agencies by taking care of real estate and building management, supplies and records.

Within her large domain, Miss Taylor regularly visits workers in more than 500 buildings leased or owned by the federal government. This includes eight stations on the Mexican border. For Miss Taylor, this means meeting all the 1,700 regional GSA workers, most of whom she knows by name. She is not the kind to sit behind a desk when she can meet with switchboard operators, night crews and elevator operators to get their views. "You can't run a personnel program in a vacuum," her Congressional Record speech says, continuing, "People are the most priceless and most productive commodities we have."

Attesting to the validity of Miss Taylor's ideas, GSA Region 9 has a low employee turnover rate, and grievances or appeals are rare, she says. A charwoman's reaction to GSA policy was one of Miss Taylor's deepest satisfactions during her four years at her present post.

The cleaning woman, complimented by a government official on her work, said proudly, "Well, we think it's important. We are sort of in public relations because we help the day people work better if we do a good job."

All down the line, Miss Taylor believes, it is tremendously important for workers to have a feeling of "dignity" about their jobs. "That is why she keeps 'open house' at her office for supervisors with personnel problems or employees with job questions.

United Crusade comes in where Miss Taylor's program ends, and this is one of the reasons for her support of Crusade. "Because we do not have the facilities for counseling our employees on personal trouble or family anxieties, it is good to know that there are United Crusade agencies ready to help them," she explains.

Miss Taylor, who studied psychology at Mills, later received a Master's Degree from Harvard and then was one of five women to take a unique personnel post-graduate course at Radcliffe College. This was one of the first such courses offered anywhere. "Eleanor Roosevelt was so interested in our class that she invited all five of us to the White House to tell her about it," Miss Taylor recalled.

Miss Taylor made first use of her training as a volunteer during World War II. Then she spent a year with the San Mateo Red Cross Chapter, a United Crusade agency, recruiting and training volunteers for disaster relief.

In preparation for her coming Crusade duties, Miss Taylor recently spent a morning at a Red Cross swim class. She later will tour other agencies, but she selected Red Cross first because of her continued interest in the organization.

### Red Cross Class

On the work of this Crusade agency she says, "I believe the Red Cross water safety program is one of the finest contributions to youth in all this country, not only because of the lives it saves but because of the great numbers of youngsters it probably keeps out of trouble by giving them something to do."

The class was at San Francisco's North Beach Pool, Lombard and Columbus Avenue and is part of a summer-long program with a total registration of more than 2,400 children at nine San Francisco pools.

Besides being a Crusade chairman, Mills College trustee and San Mateo personnel board member, Miss Taylor is a director of the San Francisco Women's City Club and is active in several other organizations. She belongs to the American Association of University Women and both the International and Bay Area Association of Personnel Women.

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(See Page 7)

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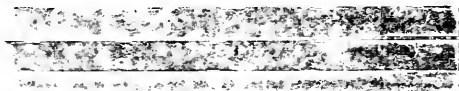
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SEPTEMBER, 1957

## San Francisco Bay Window

**DEATH AT FIFTH & MISSION** . . . Facilities for the proper parking of automobiles are admittedly of highest priority importance, but progress along these lines is sometimes outweighed by resulting damage of an irreparable nature.

As a depressing case in point the recent horrible death that occurred at Fifth and Mission Streets is submitted. At that location the construction of a vast new parking facility rendered extinct the richly venerable institution known to several generations of San Francisco journalists as "Hanno's Corner."

Hanno's—flanked by such corner companions as the utterly unimaginative Pickwick Hotel, by the dirty, begrimed but still romantic hulk of the old Mint building, and by the daily journal that has proudly borne the sobriquet, "The City's Only Home-Owned Newspaper," from the hurly-burly days of Uncle Mike to the milder but still unpredictable days of Uncle Charlie—was smack in the path of progress, therefore was doomed. Viewed objectively, it was difficult to justify the coddling of even a large number of automobiles at the expense of such an emporium. For there in the "Corner" not only were dreams dreamed, visions unfettered, inhibitions unleashed, but drinks were sold for two-bits for a longer period of time than most places of similar ilk.

It was anything but an "arty" place, however. The proprietors had never followed the practice of subsidizing with liquor the transient literature produced by the scribes of the dailies. They expected, and insisted on, payment in full with each glass placed on the bar. This procedure resulted in understandable discouragement to long-hairs and gun-pots alike.

In return the proprietors gave loyalty, affection, a sometimes bored but always available ear, and a true jigger per drink to their steady customers. And when their steady customers were being

How well  
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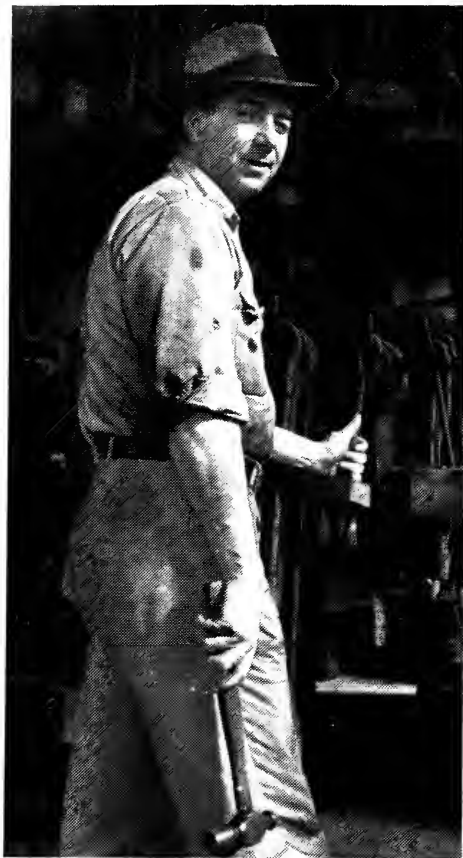
Even most lifelong residents of the Bay Area haven't visited all the famous landmarks that have made San Francisco beloved the world over. If you're a stranger, a Gray Line tour is a must; if you're a native, you'll still find a tour exciting, informative, entertaining. Be sure to tell visiting friends: Take a Gray Line tour of San Francisco. Hundreds of thousands do—every year and say: There's nothing like it!

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sought by their respective city desks while not in the steadiest of conditions, they were always at the ready with placating fabrications.

Fifth and Mission will never be the same. And San Francisco, in gaining a mammoth parking facility for automobiles, will be the poorer.

### BAY WINDOW BABY

Appearing on a number of San Francisco newsstands several weeks ago was Vol. 1, No. 1 of a weekly review which calls itself with lower case self-consciousness "the bay window."

The interesting name similarity prompted us to purchase a copy—using two dimes which had been sitting idly, yielding no return, spawning no issue—and the following was found:

"the bay window" is a five-column, tabloid, newsprint job that calls itself "the complete critical review of Bay Area art and entertainment," has a wallowing staff of 20, biggest name of which is that of local radio-TV's brilliant but screwball Don Sherwood who does a TV column ("The Portable Sherwood") in which he proves conclusively that this sort of thing ain't his metier.

Like our idle dimes, Vol. 1, No. 1 yielded no return, spawned no issue. But a baby deserves time to grow, and we wish it well.

### LIFE IN A WHEELCHAIR

A 71-year-old gentleman has been visiting San Francisco and the Bay Area the past month and those who have had the opportunity of meeting and knowing him are the richer.

The son of German immigrants, snow-white haired, lean-faced Victor Ridder has spent all of his life in an invalid's bed, in a wheelchair and on crutches. Despite the considerable handicap, however, he took the New York City Staatszeitung—a German-language newspaper—and parlayed it into the formidable, nation-spanning string of newspapers known as Ridder Publications and Northwest Publications.

One of the most effective antidotes to his life as a cripple is Mr. Ridder's consuming interest in sports. "What would a guy like me do without sports?" he asks. "I've never been able to play, but I love to watch them."

While in San Francisco Mr. Ridder watched the three opening 49er victories from the Veterans Shelter at Kezar Stadium (for a complete story of the Shelter, see page 15), was so impressed that he immediately contacted his friend, New York Giants Owner Horace Stoneham, to insist that a similar facility be designed for the new San Francisco baseball stadium.

Looking reflectively down his 71 years, this publisher in a wheelchair is extremely casual towards his own handicap.

## LETTERS

Mr. Robert Murray's article on the jets of tomorrow did not allay my fears on one point—what is going to happen to the values of my real estate in San Mateo when these monsters alight at the San Francisco Airport? He gives us a pious assurance that "we in the aviation industry are convinced . . . this noise will be attenuated to a level which will be perfectly acceptable to our neighbors." All I know is that when a jet passes over me today, it splits my head open.

In another part of his article Mr. Murray writes: "It is a fact that noise has always been with us—and always will be. What tends to irritate us for a time is a new type of noise. Then we get used to it." Does this mean we are in for a process of conditioning to the present hideous sounds which jets make?

RAYMOND J. BUCKMAN,  
South San Francisco

### MY FAIR LADY

How can you be so impudent as to criticize the musical "My Fair Lady" which is even filling a New York theatre to capacity in the heat of the summer? You have a hide, in your "After Dark" column, to find fault with what is acknowledged by fans to be a perfect musical.

NEIL MASON,  
114 Pine St., S. F.

What a breath of fresh air came from your "After Dark" column in August—at last some honest comments on that over-rated musical "My Fair Lady," which would certainly have aroused the late great Bernard Shaw to caustic comments. Thank you for saying what many of us felt, but were too conformist to express for ourselves.

CONSTANCE LESLIE,  
47 De Wolf St., S. F.

### STERN GROVE

Your "Great Outdoors" feature about Stern Grove was a delight to read. I wish you had added in your list of its attractions the flight of dragon flies, and of bright plumaged birds which give pleasure to the Nature lover. It is indeed an idyllic place for spending a summer Sunday afternoon, and we who take advantage of it owe a great debt to Mrs. Sigmund Stern.

D. HEATH,  
258 - 33rd Ave., S. F.

The son of a distinguished father, Roger Lapham Jr. inherits a keen civic sense. He is Vice President and General Manager of Alexander & Company, General Insurance Brokers. He has been President of the Planning Commission since the first week Mayor Christopher took office. Vigorous and imaginative, he has in his Sansome Street office an extensive file of records covering the multiplicity of plans and undertakings under the aegis of the important Commission which he heads. He is married to the former Nancy Scott, and has two telephone listings at home—one for himself, and one for his four children.

By ROGER LAPHAM, JR.  
President, City Planning Commission

**A**LTHOUGH the Ferry Building itself was not completed until 1898, it symbolizes the colorful and vital part of San Francisco that had been the center of seaborne commerce on the Pacific Coast for the preceding 100 years.

The original building was a wooden shed-like structure with a clock tower—the stub-end terminal of numerous cable-car and horse-car lines and served transbay commuters who rode the ferries and East Bay "steam cars" in Oakland and Alameda.

With the opening of trans-continental rail service to Oakland in the 1870's (via Stockton) it became the embarkation point for rail travelers to Chicago and New York, as well as the reception center for Easterners arriving in San Francisco. Previously they had had to take river steamers to Sacramento.

The present Ferry Building was completed in 1898 to provide a modern terminal for the twenty million or so passengers per year who used the East Bay and Marin ferry-train systems.

Designed by Arthur Page Brown, its Clock Tower was modeled after the Giralda Tower of the Cathedral of Seville, Spain. In addition to railroad ticket offices and commuters' waiting rooms, the building housed historical exhibits and offices of the State Board of Harbor Commissioners and other State agencies.

#### FIRE OF 1906

The Ferry Building survived the Earthquake and Fire of 1906 with but minor damage, and served a vital purpose in quick evacuation of disaster refugees to the East Bay and in maintaining transport links in this turn-of-the-century "Civil Defense" effort.

The Earthquake and Fire greatly increased the "bedroom" population of East Bay, North Bay and Peninsula cities and many of these evacuees became permanent commuters.

By 1912 over 50,000 persons went through the Ferry Building twice a day, and this heavy usage continued at about 60,000 persons per day from 1926 through 1939, after which rail and bus services reduced the two great new bridges over the hustle and bustle of the Ferry Building area to a mere trickle, greatly decreasing adjacent frontage values of businesses that had



ROGER D. LAPHAM, JR.

depended upon commuters' and travelers' patronage.

Ever since the building lost its basic commuter terminal function, discussion has centered on how it could be used to preserve an important bit of the flavor of old San Francisco.

Latest of a succession of schemes is the Ferry Park Development Plan drawn up by Architect Mario Ciampi and presented to the city on July 16, 1957. It proposes that a State Historical Park be created on the waterside of the Ferry Building, where the elevated, double-deck Embarcadero Freeway, as planned by the State Division of Highways, can have no adverse bisecting effect.

The plans for this water-side park, of which the central feature is a circular pier in which historic ships can be moored, with a pavilion building to house historical exhibits and State Park Commission offices, are integrated with plans for projects to be developed by other agencies to provide a unified development scheme for the whole area. These plan elements are:

(1) Expansion of the State Historical Park if and when it becomes possible to demolish one or both wings of the Ferry Building,

leaving the Clock Tower free-standing as a campanile;

(2) Development of a park area in the existing Embarcadero roadway area by the State Division of Highways and the State Board of Harbor Commissioners;

(3) Expansion of the park plaza west of the Ferry Building area within the redevelopment area through use of city funds probably as a part of the redevelopment project;

(4) Construction of a large passenger terminal for ocean liners, south of the Ferry Building by the Harbor Board, and of a heliport, a small boat harbor and new ferry slips.

(5) Construction of a new and larger World Trade Center building on the site of Pier One.

The provision of the water-side improvements in the Ciampi Plan will create a focal point of interest calculated to have a tremendous impact upon values of nearby properties, including the high-rise office and apartment structures proposed in the Golden Gateway Redevelopment Project.

It is expected that, together with the Plaza Park on the landside of the Embarcadero, the Ferry Building area will be a point of natural attraction for tourists, visitors, travelers, and residents of the metropolitan area and of the city itself, similar in nature and impact to the attractions of the Tivoli Gardens in Copenhagen or the Champs Elysees in Paris.

The water-side park development scheme, if carried out as proposed, would have a stimulating effect upon the entire San Francisco waterfront.

#### TOURIST ATTRACTION

The re-development of the old Wholesale Produce district continues from the land side of the Ferry Building up to the financial district of San Francisco, which centers on Montgomery St. The Ferry Building Park Plan and the new plan for the Produce District are in effect merged into a single great scheme of downtown redevelopment and modernization.

The new plan, by centralizing arrivals and departures of large passenger vessels at the new Passenger Ship Terminal Pier would

## A GREAT CIVIC PROJECT

*Ferry Building Park Will Open  
a New Era in Water Front and  
Down Town Modernization*

PUBLIC LIBRARY

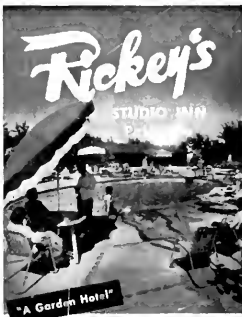
SEP 19 1957

(PERIODICAL DEPT.)

eliminate the disorderly traffic congestion that now takes place on the Embarcadero whenever a large liner arrives or departs, which interferes with orderly movement of cargo by trucks, drays and the Belt Line Railroad. With almost the entire roof of the new terminal given over to parking, hundreds of autos would be removed from their present haphazard locations, often occupying illegal spaces and creating policing problems, blocking truck and freight car movements, and in other ways increasing traffic difficulties.

Because of the dramatic and esthetic entrance afforded to world travelers arriving in the city, its reputation (and that of its port area) for hearty and attractiveness would inevitably achieve world-wide recognition.

Despite the rejection of this appealing project by the State Division of Parks, Mayor Christopher is resolved to keep the Ferry Building Park Plan as San Francisco's No. 1 priority. On August 27, the Mayor, supported by the Recreation and Park, City Planning, and Art Commissions, submitted to the Board of Supervisors a recommendation that plans and cost estimates be prepared by the appropriate city departments for the proper and adequate development of the Ferry Building area for park and harbor purposes, and



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Howard Kirmse



Model of Perry Park Development Plan drawn up by Architect Mario Ciampi, showing circular pier and pavilion building.

at the next session of the legislature, March 1958, our state legislative representatives, the majority of whom have already been polled and have agreed, should endeavor to rebudget funds heretofore appropriated for San Francisco for this purpose through the State Division of Beaches and Parks. Thus it is hoped the sum of \$2,000,000 will be reallocated

for the joint use of the City and County of San Francisco and the Port Authority of San Francisco for the development of Ferry Park and harbor facilities.

The Mayor and his Commissioners propose to submit a bond issue on a matching fund basis to complete the Plaza Park project in accordance with cost estimates.

**NEW LUTHER BURBANK SCHOOL**

**H**ALTING his career downhill on a fast-moving pair of rollerskates the small boy paused and, with an authoritative air, pointed toward the modern, white building and announced, ever so modestly "We have a pickled brain in the science lab up there!"

Object of the youngster's affections is the newly-completed Luther Burbank school high atop McLaren Park. He is only one of the excited students who will enliven this newest addition to the city's school system.

More than three years' planning have gone into the junior high which opens its doors this month to a 1,000 enrollment with 1,200 anticipated within the first year, according to Principal James Hamrock.

Amid mass confusion—electricians, builders, and men questioning everything from locks and keys to whether lawn or strawberry plants would better grace the front slope—the engaging, young principal, who has the apparent endurance of the rock of Gibraltar explained how the "schoolhouse" gained its entrance.

"The demand for a junior high school in this area was evident with the growing elementary student bodies and lack of available facilities. So, four years ago, a junior high was begun in the old Samuel Gompers school on Bartlett street, awaiting completion of our new quarters."

"It's unique," he related, "in that all the teachers have played a decisive role in the planning and thinking for the new school."

"Our architect, Gardner Dailey, thought we would emerge with a more functional product by incorporating the thinking of the people who actually would be using the building."

This unified spirit pervades the atmosphere of the new school—amply illustrated by the many students who were everywhere helping in preparations for the September 4 opening. Mother, too, lent active assistance.

After three years of temporary encampment in the old stucco Samuel Gompers the students are now looking forward with happy anticipation to the new quarters. One of the high points is the new full-length lockers which cover much of the school's wall space.

Color reigns predominantly, becoming an integral part of the structure.

A rounded staircase greets the lobby with white railings and deep brown bannisters set against a wall of vibrant turquoise. The five-tiered chorus room, which is set off behind the large auditorium, is done in a soft yellow leading out into a hall with deep red tones. Hall, rooms, cafeteria, library—all the dwelling's spacious rooms are interwoven by this subtle thread of color.

Most vivid, perhaps, is the area and ceramic department. One entire wall is covered by sliding color doors with a vivid strip of color set in the middle of each, ranging from soft pinks and yellows to deep blues, greens and reds.

—Mollie Dee Morrison



**San Francisco's schools are bursting at the seams with record 91,000 enrollment**



Extending good wishes for the new school year to newly appointed elementary school administrators—four assistant principals and one supervisor. *Left to Right:* Miss Dorothy Stranton, elementary supervisor; Mrs. Thelma Martelli, Miss Pauline Mahon, Dr. Spears, Mr. Oscar Galeano, Mr. Kenneth Schneider.

**DR. HAROLD SPEARS**, Superintendent of Schools for the San Francisco Unified School District, is a man with almost 200,000 bosses.

Enrollment in the city's elementary, junior high schools, high schools and the San Francisco Junior College during the 1957-1958 academic year is expected to total approximately 91,000 students, well over ten per cent of the city's population.

It is a well established fact that each child has two parents, frequently an aunt, uncle, some cousins, to say nothing of assorted grand parents. All of these individuals, it may be assumed, have been exposed to education. Therefore, they are qualified experts on the subject of education and teaching Little Junior or Mary.

Because they are "qualified experts" they naturally assume they know as much about the profession of teaching as does the classroom instructor, the school principal, and particularly the Superintendent of Schools.

Despite the multiplicity of bosses, Dr. Spears appears to like his work.

On the job as the Number One administrator of the city's schools for a little more than two years, he is a bit different than his pre-

decessors. In many respects he is more the technician and less the politician than those who came—and went—before him.

The Superintendent is responsible to the seven-member Board of Education, the lay body representing the people. Although these members are appointed by the Mayor, the School District is fiscally independent of the city government.

Education is actually a State responsibility, and California school districts operate under a State school code.

Dr. Spears points out that Board members have been carefully selected by the mayors of the city, reflecting the high public respect paid education. Mayor Christopher's appointments have been in keeping with this high standard.

The professionalism and the fundamental philosophy of public school education as embodied in the person of Dr. Spears could be matched by few men or women in the nation.

He was born in Swayzee, Indiana, on March 20, 1902, the son of David L. and Ida Arnold Spears. He received his Bachelor of Arts degree from Wabash College in 1924 and studied at the Chicago Academy of Fine Arts during 1926 and 1927, then embarked on a career as a commercial artist.

## VERSATILE HAROLD SPEARS LIKES HIS JOB AS SUPERINTENDENT

By WILLIAM FLYNN

But he turned to teaching, receiving his Master's Degree from Columbia University in 1931 and his Doctor's Degree in 1939. Last June, Wabash College conferred upon him an honorary LL.D. degree.

The summary of his professional career is:

Teacher, assistant principal, director of curriculum and research in public schools, Evansville, Indiana, 1924-41.

Principal-Superintendent, Highland Park (Illinois) High School, 1941-1944.

Professor and Head Department of Education, Montclair, New Jersey, Teachers College, 1944-47.

Curriculum Director, Public Schools, San Francisco, 1947-48.

Assistant Superintendent in charge of elementary schools, 1948-55, San Francisco.

Appointed Superintendent of Schools, San Francisco, 1955.

He also has had experience as a member of the summer school faculties of the University of Pittsburgh, the University of Missouri, the Pennsylvania State College, the University of Michigan, the University of Wisconsin, the University of California, the University of Kansas City, San Francisco State College, the University of Oregon, and Stanford University.

During World War II, he served as a member of the national wartime commission to determine school credit for military experiences and was an adviser to the United States Office of Education in wartime curriculum changes in the schools.

In 1945-56, Dr. Spears was head of a United States mission to Chile and served as an advisor on the reorganization of the Chilean schools, under the sponsorship of the Chilean Ministry of Education.

### OUTSTANDING ABILITY

His abilities were recognized on the international level in 1956 when he received a three-year appointment as a member of the UNESCO International Advisory Committee on School Curriculum. This takes him to Paris once a year for the committee meetings.

He is a member of the National Education Association, the American Association of School Administrators, Phi Beta Kappa, Kappa Delta Pi, and Phi Delta Kappa.

Dr. Spears has been a prolific author of professional books, illustrating the volumes with his own

pen and ink drawings, which reflect the competent ability of an able artist who turned teacher.

These include: Curriculum Planning Through In-Service Programs; Improving the Supervision of Instruction; The Teacher and Curriculum Planning; Principles of Teaching; The High School for Today; Some Principles of Teaching; Secondary Education in American Life; the Emerging High School Curriculum; High School Journalism; Experiences in Building a Curriculum. He is editor of a series of college textbooks on education.

On June 8, 1929, Dr. Spears married the former Jennie Hahn. They have two sons, David Harold and Stephen William. Their home is at 307 San Leandro Way, in San Francisco. Dave will soon graduate from Stanford and will then study in Germany.

As Superintendent of San Francisco's public schools, Dr. Spears has the administrative responsibility for spending \$43,997,891 each year. He works in a large office in the old High School of Commerce building in the shadow of the City Hall. The office is uncluttered and sparsely decorated. He is a two telephone administrator.

The School District employs 6,000 persons in addition to Dr. Spears and the members of the Board of Education.

Dr. Spears operates this school district, one of the largest in the State, with two objectives.

He seeks to be "efficiency minded" rather than "economy minded."

By being "efficiency minded" he does not intend to pinch pennies only to lose dollars. He believes, however, that money should not be wasted. Taxpayers should not foot the bill for unnecessary school rooms but all the physical facilities of the district should be used to maximum capacity. He wants school services to meet this same test.

The objective of this effort, he believes, should be "good citizens able to take advantage of their particular talents."

When an individual reaches the age of high school instruction, there should be established in his mind and in the minds of those who would honestly advise him, a concept of his talents and capability and his limitations.

"The schools then should help

(Continued on Page 10)

# CITY AND COUNTY OF SAN FRANCISCO

GEORGE CHRISTOPHER, MAYOR

## Directory of City and County Officers

### ELECTIVE OFFICERS

#### MAYOR

200 City Hall, Z. 2, MA 1-6163  
**GEORGE CHRISTOPHER, Mayor** Jan. 8, 1960  
 JOSEPH J. ALLEN, Executive Secretary  
 PATRICIA CONNICH, Confidential Secretary  
 MARGARET SMITH, Personal Secretary  
 GEORGE J. GRUBB, Administrative Assistant  
 JOHN D. SULLIVAN, Public Service Director

#### SUPERVISORS, BOARD OF

215 City Hall, Z. 2, HE 1-2121  
**JOHN J. FERDON, President**, 153 Montgomery St., GA1-5117, Res. 2906 Broderick St., JO 7-9193, 1-8-60  
**WILLIAM C. BLAKE**, 264 Malibor Way, Z. 3 JO 7-3788, 1-8-58  
**CASEY, JOSEPH M.**, 235 City Hall, HE 1-2121, Ext. 387, Res. 3947 Baker St., WA 1-5458, 1-8-60  
**HAROLD S. DOBBS**, 311 California St., Z. 4, GA 1-4600, Res. 1661 Monterey Blvd., LO 4-1341, 1-8-60  
**Dr. CHARLES A. ERTOLA**, 253 Columbus Avenue, DO 2-8035, Res. 775 Francisco St. GR 4-3272, 1-8-60  
**JAMES LEO HALLEY**, Rm. 703, Flood Bldg., 870 Market St. GA 1-4636, PL 5-1727, Res. 20, 23rd Ave., Z. 2, BA 1-2255, 1-8-58  
**J. EUGENE McATEER**, 206 Jefferson St., Z. 23, PR 5-1477; Res. 130 Santa Ana Way, Z. 27, LO 4-2464, 1-8-60  
**FRANCIS J. McCARTY**, 220 Montgomery St., EX. 2, 1475, Z. 4, Res. 3234 Divisadero Street, Z. 21, FI 6-6902, 1-8-58  
**MRS. CLARRISSA SHORTALL McMAHON**, 703 Market St., Z. 3, YU 6-4648, Res. 1849, 28th Ave., Z. 22, SE 1-1582, 1-8-60  
**JAMES SULLIVAN**, 31 West Portal Ave., OV 1-3910, Res. 2558, 17th Ave., OV 1-0861, 1-8-58  
**HENRY R. ROLPH**, 130 Sansome St. YU 6-0700, Res. 2626 Lyon St. WA 1-8168, 1-8-58  
**JOHN R. McGRATH**, Clerk of the Board, HE 1-2121, Ext. 284  
**ROBERT J. DOLAN**, Chief Assistant Clerk

#### STANDING COMMITTEES

(First named Supervisor is Chairman of the Committee)  
**COMMERCIAL AND INDUSTRIAL DEVELOPMENT** — Sullivan, Blair, Casey.  
**COUNTY, STATE AND NATIONAL AFFAIRS** — Halley, Ertola, Rolph.  
**EDUCATION, PARKS AND RECREATION** — McMahon, Casey, Dobbs.  
**FINANCE, REVENUE AND TAXATION** — Dobbs, McCarty, McMahon.  
**JUDICIARY, LEGISLATIVE AND CIVIL SERVICE** — McATEER, Halley, Rolph.  
**POLICE** — Casey, Blake, Sullivan.  
**PUBLIC BUILDINGS, LANDS AND CITY PLANNING** — Rolph, Dobbs, McATEER.  
**PUBLIC HEALTH AND WELFARE** — Ertola, Sullivan, McCarty.  
**PUBLIC UTILITIES** — McCarty, Ertola, McMahon.  
**STREETS AND HIGHWAYS** — Blake, Halley, McCarty.  
**RULES** — Ferdon, Dobbs, Halley.

#### ASSESSOR

**RUSSELL I. WOLDEN**, 101 City Hall, Z. 2, KL 2-7474, 1-8-59

#### CITY ATTORNEY

**DION R. HOLM**, 96 City Hall, Z. 2, HE 1-1322, 1-8-58

#### DISTRICT ATTORNEY

**THOMAS C. LYNCH**, 570 Montgomery St., Z. 11, DO 2-2838, 1-8-60

#### PUBLIC DEFENDER

**EDWARD T. MANNING**, 700 Montgomery St., Z. 11, EX. 2-1535, 1-8-59

#### SHERIFF

**MATTHEW C. CANTREY**, 1 City Hall, Z. 2, HE 1-2121, 1-8-60

#### TREASURER

**JOHN J. GOODWIN**, 110 City Hall, Z. 2, HE 1-2121, 1-8-58

### COURTS

#### SUPERIOR COURT JUDGES—UN. 1-8552

**WILLIAM T. SWEIGERT**, Presiding  
 WALTER CARPENTEL EDWARD MCKEUNEHR  
 C. HAROLD CAULFIELD CLARENCE W. MORRIS  
 MELVYN I. CRONIN HARRY N. NEUBARTH  
 EUSTACE CULLINAN, JR. ORLA ST. CLAIR  
 PRESTON DEVINE MILTON D. SAPIRO  
 TIMOTHY I. FITZPATRICK GEORGE W. SCHONEFELD  
 THOMAS M. FOLEY DANIEL R. SHOEMAKER  
 RAYMOND J. ARATA WILLIAM F. TRAVERSO  
 THERESA MEIKLE H. A. VAN DER ZEE  
 TWAIN MICHELSEN ALBERT C. WOLLENBERG  
 JOHN B. MOLINARI

**JOSEPH M. CUMMINS**, Secretary  
 430 City Hall, Z. 2, UN 1-8552

#### MUNICIPAL COURT JUDGES—KL. 2-3008

**JAMES J. WELSH**, Presiding Judge  
 CARL H. ALLEN CLAYTON W. HORN  
 BYRON ARNOLD EDWARD O'DAY  
 LENORE D. UNDERWOOD ALVIN F. WEINBERGER  
 CHARLES S. PERRY GERALD S. LEVIN  
 JOSEPH M. GOLDEN WILLIAM A. O'BRIEN  
 IVAN L. SLAVICH, Clerk and Secretary  
 301 City Hall, Z. 2, KL 2-3008  
 A. C. McCHESNEY, Jure Commissionar  
 305 City Hall, Z. 2

**TRAFFIC FINES BUREAU**, 164 City Hall, Z. 2, KL 2-3008

**JAMES M. CANNON**, Chief Division Clerk

#### GRAND JURY

437 City Hall, Z. 2, UN 1-8552  
 Meets Monday at 8:00 P.M.  
**BENJAMIN SWIG**, Foreman  
**DARRELL W. DALY**, Secretary  
**DAVID F. SUPPLE**, Consultant-Statutician

#### ADULT PROBATION DEPARTMENT

604 Montgomery St., Z. 11, YU 6-2950  
**JOHN D. KAVANAUGH**, Chief Adult Probation Officer

#### Adult Probation Committee

Meets at call of Chairman and 2nd Thursday each month.  
**KENDRICK VAUGHAN**, Chairman, 60 Sansome St., Z. 4  
**MAURICE MOSKOWITZ**, Secretary, 2900 Lake St., Z. 11  
**MATTHEW J. CONNOLLY**, 149 Fremont St., Z. 5  
**RAYMOND BLOSSER**, 670 Norwood Blvd., Z. 3  
**FRED C. JONES**, 628 Hayes St., Z. 2  
**ROBERT J. REAGNEY**, 456 Post St., Z. 2  
**FRANK RATTI**, 526 California St., Z. 2

#### JUVENILE COURT DEPARTMENT

375 Woodside Ave., Z. 27, SE 1-5740  
**MELVYN I. CRONIN**, Judge of the Juvenile Court  
**THOMAS F. STRYCKLA**, Chief Juvenile Probation Officer

#### Juvenile Probation Committee

Meets at call of Chairman  
**MRS. FRED W. BLOCH**, Secretary, 3712 Jackson, Z. 18  
**ROY N. BUELL**, 445 Bush St., Z. 8—Chairman  
**REV. KEN A. COLLINS**, 420, 3rd Ave., Z. 21  
**JACK GOLDBERGER**, 109 Golden Gate Ave., Z. 2  
**MRS. EDGAR H. LION**, 2900 Green St., Z. 23, WA 1-0363  
**JAMES S. KEARNEY**, 1871, 15th Ave., Z. 22  
**MRS. MARSHALL MADURAN**, 2930 Vallejo St., Z. 23, FI 6-1222  
**REV. JAMES M. MURRAY**, 1825 Mission St., Z. 3  
**THOMAS J. LENEHAN**, 501 Haight St. Underhill 1-5261

### OFFICERS APPOINTED BY MAYOR

#### CHIEF ADMINISTRATIVE OFFICER

**THOMAS A. BROOKS**, Chief Admin. Officer  
 289 City Hall, HE 1-2121  
**JOSEPH MIGNOLA**—Executive Assistant  
**MARIAN T. FITT**, Confidential Secretary

#### CONTROLLER

**HARRY D. ROSS**  
 109 City Hall, Z. 2, HE 1-2121  
**WREN MIDDLEBROOK**, Chief Assistant Controller

#### LEGISLATIVE REPRESENTATIVE, FEDERAL

**COL. THOMAS J. WEED**  
 Suite 356-78, Washington Bldg., Washington, D.C.

#### LEGISLATIVE REPRESENTATIVE, STATE

**DONALD W. CLEARY**  
 23 City Hall, Z. 2, MA 1-0163 and HE 1-2121  
 Hotel Senator, Sacramento 17 (during session)

### DEPARTMENTS UNDER THE MAYOR

#### ART COMMISSION

100 Larkin St., Z. 2, HE 1-2121  
 Meets first Monday of each month at 3:00 P.M.  
**HAROLD L. ZELLERBACH**, President, 343 Sansome St., Z. 1  
**JOHN K. HANCOCK**, Vice President, 4444 Tower, Z. 4  
**BETTY (Mrs. Bill L.) JACKSON**, 2835 Vallejo St., Z. 4  
**DR. BERNARD C. BEGLY**, 450 Sutter St., Z. 1  
**WILLIAM E. KNUTH**, 1 F. State College, 1600 Holloway  
**OSCAR LEWIS**, 545 Sutter St.  
**CLARENCE O. PETERSON**, 116 New Montgomery  
**MRS. ALBERT CAMPIONICO**, 2770 Vallejo St.  
**ALBERT F. ROLLER**, 1 Montgomery St.  
**JOHN GARTH**, 1141 Market St.

#### Ex-Officio Members

**Mayor**  
**President, Calif. Palace Legion of Honor**  
**President, City Planning Commission**  
**President, de Young Museum**  
**President, Public Library Commission**  
**President, Recreation and Park Commission**  
**JOSEPH H. DYER, JR.**, Secretary

#### CITY PLANNING COMMISSION

100 Larkin St., Z. 2, HE 1-2121  
 Meets first and third Thursdays each month at 2:30 P.M.  
**ROGER D. LAPHAM, JR.**, President, 233 Sansome St., Z. 2  
**ROBERT T. LILIENTHAL**, Vice-Pres., 513 Market St., Z. 2  
**DAVID B. KIRBY**, 109 Stevenson St., Z. 5  
**MRS. CHARLES B. PORTER**, 142, 27th Ave., Z. 21  
**THOMAS P. WHITE**, 400 Brannan St., Z. 7

**THOMAS A. BROOKS**, Chief Administrative Officer  
**JAMES H. TURNER**, Manager of Utilities  
**JOHN OPPERMAN**, Director of City Planning  
**THOMAS G. MILLER**, Secretary

#### CIVIL SERVICE COMMISSION

151 City Hall, Z. 2, HE 1-2121  
 Meets every Wednesday at 4:00 P.M.  
**FRANCIS P. WALSH**, President, 68 Post St., Z. 4  
**WM. A. LAHANIER**, 2 Pine St., Z. 11, YU 6-0968  
**WM. KILPATRICK**, 230 West Ave., Z. 29  
**WM. L. HENDERSON**, Secy., and Personnel Director

#### DISASTER CORPS

45 Hyde St., Z. 2, HE 1-2121  
**MAYOR GEORGE CHRISTOPHER**, Commander  
**CHIEF ADM. OFFICER THOMAS A. BROOKS**, Vice-Com.  
**CHARLES JOHNSON**, 679 Broadway, (Bldg. Director)  
**ALEC X. MCGAULAND**, Public Information Officer

#### EDUCATION, BOARD OF

115 Van Ness Ave., Z. 3, A 4-6890  
 Meets first and third Tuesdays at 7:30 P.M.  
**BEV. LEVIT**, Pres., 465 California St., Z. 4  
**CHAS. C. TROWBRIDGE, JR.**, Vice-Pres., 155 Sansome St.  
**MRS. LAWRENCE DRAPER, JR.**, 10 Walnut St., Z. 18  
**CHARLES JOHNSON**, 679 Broadway, Z. 29  
**JOHN C. LEVISON**, 211 Howard St., Z. 3  
**JOSEPH A. MOORE, JR.**, 2590 Green St., Z. 23  
**ADOLFO L. URIBE**, 1000 West Ave., Z. 2  
**DR. HAROLD SPEARS**, Supr. of Schools and Secretary

#### FIRE COMMISSION

2 City Hall, Z. 2, HE 1-2121  
 Meets every Tuesday at 4:00 P.M.  
**WALTER H. DUANE**, President, 220 Bush St., Z. 4  
**DAVID E. MURPHY**, 240 Golden Gate Ave., Z. 2  
**ARTHUR J. DOLAN, JR.**, Blyth & Co., Inc.  
 Russ Bldg., Z. 2  
**WILLIAM F. MURRAY**, Chief of the Department  
**ALBERT E. HAYES**, Acting Fire Marshal  
**CARL A. KRUGER**, Deputy Chief  
**THOMAS W. McCARTHY**, Secretary

#### HOUSING AUTHORITY

400 Turk St., Z. 3, OR 1-5500  
 Meets first, third and Thursdays at 10:00 A.M.  
**CHARLES J. JUNG**, Chairman, 622 Washington St., Z. 11  
**AL E. MAILLOUX**, Vice-Chairman, 200 Guerrero St., Z. 3  
**JEFFERSON A. BEAVER**, 1335, 45th Ave., Z. 3  
**B. L. HAVINSIDE**, 40 Spear St., Z. 5  
**CHARLES L. CONLAN**, 1655 Polson St., Z. 3  
**JOHN W. BEARD**, Executive Director  
**GERALD J. O'GARA**, Counsel

#### PARKING AUTHORITY

500 Golden Gate Ave., Z. 2, PR 6-1655  
 Meets every 1st and 3rd Thursday at 4 P.M.  
 Authority Conference Room  
**ALBERT E. SCHLESINGER**, Chairman, 2901 Market St., Z. 1  
**HAROLD A. BERLINER**, 135 Mississippi, Z. 7  
**JOHN E. SULLIVAN**, 340 Ulloa St., West Portal, S. F.  
**DAVID THOMSON**, 433 Berry Ave., Z. 2  
**ALBERT H. JACOBS**, 2901 Lakes St., Z. 21  
**VINING T. FISHER**, General Manager  
**THOMAS J. O'TOOLE**, Secretary

## PERMIT APPEALS, BOARD OF

227 City Hall, Z. 2. HE 1-2121

Meets every Wednesday at 3:30 P.M.

JOSEPH C. TARANTINO, President, 400 Jefferson St.  
CLARENCE J. WALSH, Vice-President, 2450 - 17th St., Z. 3  
HAROLD C. BROWN, 605 Market St.  
PETER TAMARAS, 76 Jackson St., Z. 2  
ERNEST L. WEST, 265 Montgomery St., Z. 4  
J. EDWIN MATTOX, Secretary

## POLICE COMMISSION

Hall of Justice, Z. 8. SU 1-2020

Meets every Monday at 4:30 P.M.

HAROLD R. McKINNON, President, Mills Tower, Z. 4  
PAUL J. BISSINGER, Pacific and Davis, Z. 11  
THOMAS J. NELSON, 190 First St., Z. 2  
SERGEANT WILLIAM J. O'BRIEN, Secretary  
FRANCIS J. AHERN, Chief of Police  
THOMAS J. CAHILL, Deputy Chief of Police  
DANIEL P. MCKEN, Chief of Inspectors  
PHILIP G. KIELY, Supervising Captain  
DANIEL W. KIELY, Director of Traffic  
CAPTAIN JOHN T. BUTLER, Department Secretary

## PUBLIC LIBRARY COMMISSION

Civic Center, Z. 2. HE 1-2121

Meets the first Thursday of each month at 4:00 P.M.

MRS. J. HENRY MOHR, President, 2 Castagna Ave., Z. 16  
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**Harold Spears**

(Continued from Page 1)

him develop," Dr. Spears says, "and take him as far as possible."

Thus, if a student shows great aptitude for nuclear physics, it is the responsibility of the schools to encourage this ability. Dr. Spears believes. But, if the best the student can honestly hope for is to be a good gas station attendant, then the school should teach him to do that job and not expect him to be another Lawrence or Teller or even an Einstein.

Dr. Spears is a firm believer in the "Three R's" as a "foundation" on which to build the more mature education of the individual. When that foundation is established and firm, the responsibility for building on it belongs to the individual after he reaches maturity.

With that general and perhaps over-simplified reason for education, according to Dr. Spears, there are the practical problems of just how to provide it to the children and youths of San Francisco.

**USE OF TALENTS**

The professional skill is available, despite the national shortage of teachers. The students are available for their number is increasing about three per cent per year, a rather astonishing statistic in view of the fact that the population of San Francisco is virtually static. Spears indicates families are having more children.

The main problem of public school education is finances, which makes the schools just one of many who are trying to keep the high cost of living in sight, despite all the explanations that the nation has never had it so good by the spokesmen for the Eisenhower administration.

Each year, on the basis of past performances, the school department budget will increase another \$1,500,000. This sum will be required to meet requirements of the salary schedule and to pay the salaries of the 100 new teachers needed to teach the 3,000 new students, their books, their pencils, their note books. The sum also will be required to pay the janitors required to clean up after them.

And then, of course, there is the annual increase for the teachers, above and beyond the salary scale.

With finances the immediate and annual problem facing Dr. Spears — and other school administrators throughout the nation — there is another long range problem that will not only require money but increased professional skill.

As the school population of the nation and community increases with the expanding national population, there is the question of whether the colleges and universities will be able to handle the applicants who think they want and need a college degree.

The private universities such as

Stanford have just about reached their production capacity, principally because their endowment does not keep pace with demand for admissions and the cost of education.

That leaves the only alternate the public universities such as California, with its 33,000 odd students. While the tax supported high educational schools have been expanded, it is not impossible that a maximum expansion will be reached. Therefore, the competition for seats in the lecture rooms will become more intense.

**COMPETITION FOR PLACES**

The public high schools will be required to sharpen the minds and abilities of their students for the competition of winning a place in the university. When Junior and grown-up Mary are ruled out, you can imagine what the parents are going to say — and whom they are going to blame.

It will be the teachers, of course.

But that is a problem in the future, maybe in a decade, so there is no particular need to worry about it at the moment.

But Dr. Spears is aware of such problems, both the philosophical one of the school's responsibility to give the juvenile students the opportunity to develop their potential as good citizens, the immediate problem of financing, and also the problem of high school educational competition of the future.

But he does not let it discourage him. He has his "hobbies" of writing and illustrating and has even been known to attend a "hot jazz" concert with his wife and sons. In case of the latter he looks to the others in his family as the experts. He belongs to the boards of trustees of a number of community organizations and enjoys his weekly luncheon with the West of Twin Peaks Lions Club. Among these boards are the Society for the Prevention of Cruelty to Animals, Junior Achievement, Boy Scouts, Tuberculosis Association, and Cancer Society.

**WISDOM AND COURAGE**

Whether he has the fortitude and ability to see the job through until normal retirement age is a matter unknown. But he has the ability on the basis of past performances.

Commenting on his appointment, the San Francisco Chronicle remarked that he was a man of "proven professional ability" and possessed the qualities of "wisdom and courage."

San Francisco's Cow Palace, largest indoor arena in the West, is valued at more than \$50 million and can seat more than 17,000, according to the San Francisco Chamber of Commerce.

Angel Island in San Francisco Bay contains approximately 750 acres.

**M.E.E.A. Progress**

Under recent Presidents John Brucato and R. Brooks Larter, ably aided by Secretary Robert J. MacDonald, the Municipal Executive Employees' Association has expanded its program to include such projects as a scholarship plan and a speakers' bureau.



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President 1957-58



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Secretary since 1945

## GIANTS FAN FRANCIS McCARTY SEEKS NEW TERM AS SUPERVISOR

**S**UPERVISOR Francis McCarty was born 48 years ago on the site of the Seals' Ball Park at 16th and Bryant. It is a neat disposition of destiny that today he should be chairman of Mayor Christopher's Committee for Major League Baseball, and the guiding spirit in the long siege which has brought the New York Giants to San Francisco.

Indeed, neatness and logic, with the saving grace of fortune which comes from being at the right place at the right time, are clues to the character and career of this active municipal legislator who will be a candidate for re-election in November. In appearance he is well-tailored, with crew-cut hair and trim moustache, in talk economical of words, and direct and precise in answers. He has a steady eye which can see and pursue a goal, and a native instinct for politics.

His record over five years of holding office exhibits him as a careful steward of the interests of the taxpayer on the one hand, and on the other a master of shrewd innovations. Since first he was nominated to the Board of Supervisors by Mayor Robinson, he has proved himself as the people's choice by being elected for a new term on November 3, 1953 with a total vote of 129,237.

McCarty's distaste for slovenliness makes him in politics a wiper out of anomalies—as when he introduced legislation eliminating sales tax exemptions granted by the city and not granted by the State. As a result of these amendments, substantial relief was provided to San Francisco real property taxpayers.

It was he who introduced a charter amendment to extend the same civil service benefits to Korean veterans as were extended to veterans of other wars. Disabled American Veterans owe a debt to him because of his energy in protesting the removal from the budget of funds for a hospital at Fort Funston which had been approved by Congress but dropped by the Director of the Budget.

While good housekeeping and clear thinking are an important part of the politician's make-up, he needs in addition a flair for civic opportunity. Here McCarty's Celtic inheritance stands him in good stead—he has a knack of dreaming dreams which become realities. It was his leadership which secured the \$150,000 appropriation to bring the Tenth Commemorative Anniversary of the United Nations to San Francisco. He was appointed chairman of the host committee and at the State dinner which concluded this most successful meeting was presented with an award certificate for his efforts by United Nations President Von Kleffens.

McCarty also introduced legislation creating a trust fund for



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Perhaps the most spectacular of his efforts has been the long campaign to bring the New York Giants to San Francisco. McCarty introduced the \$5 million bond issue for big league baseball and was chairman of the bond campaign which was successful in passing the issue by a vote of 168,000 to 62,000.

McCarty proposed and was successful in having the Public Utilities Commission adopt a five-cent fare for children under twelve on the Municipal Railway, and personally appeared before the Commission urging that the 5¢ shoppers shuttle (downtown and Mission) be made permanent for the benefit of downtown and Mission merchants and their customers.

Also he led the fight for successful passage of legislation removing airline buses from the congested Union Square area. He introduced further legislation designed to compel the airlines to construct a union air terminal at a location satisfactory to San Francisco. The airlines subsequently agreed to do this and the project has received C.A.E. approval. The terminal will be located on the southeast corner of Taylor and O'Farrell Streets.

Now senior member of the Finance Committee of the Board of Supervisors, McCarty's reputation as the man who "gets things done" will come up for assessment by the voters in November. His future may well be determined by the size of the vote which he receives, particularly in view of the possibility that Mayor Christopher may run for the Senate. McCarty is one of

(Continued on Page 12)

## BOOKS TO THINK ABOUT

### THE ROLE OF REGIONAL SECURITY EXCHANGES

By James E. Walter

University of California Press  
\$3.00

BARUCH — *My Own Story*  
Holt — \$5.00

In the Visitors' Gallery of the San Francisco Stock Exchange a largely neglected ticker tape falls steadily into a big waste paper basket. In contrast to this quiet activity, the horseshoe trading floor below is populated by shrewd solemn men watching the outside illuminated ticker tape screen.

Sudden furies of shouted excitement quicken the tempo of the highly professionalized action. The clerk at the quotation board takes his feet off the rails of his balcony, slides off his chair and laboriously writes up new prices.

Meanwhile in the clearing house below, laconic, gum-chewing girls stamp decorative security certificates and pigeonhole them carefully, their department having a strange orderliness compared with the paper-littered floor of the horseshoe. The elderly equable lady talking to the Western Union ticker operator is unobtrusively replaced by a similar colleague. The total unresting activity goes on between two large clocks, facing each other on opposite walls.

Which gives the true picture of the importance of the regional exchange in the business world of America—the concentrated, timed activity on the floor, or the forgotten tape upstairs?

### S. F. EXCHANGE

Mr. Walter in his book examines this problem from all angles, for he believes that the dignified, pillared building in Pine Street fills a desirable and useful place in the commerce of securities. He delineates the full pattern of the circulatory system of the securities market: the New York and American stock exchanges, handling between them almost 90% of the total activity on registered exchanges, the regional exchanges and the over-the-counter trading.

He concludes that there are special and easily identifiable functions which regional security exchanges can usefully accomplish. Of particular interest to Bay Area readers is the careful examination of the effect of the consolidation of the Los Angeles and San Francisco exchanges on their performances.

The book supplies a welter of relevant and important facts and figures which will delight and interest all members of regional exchanges and anyone professionally concerned with the stock market.

(Continued on Page 14)

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**Claramae  
Turner  
Sings Again  
in San Francisco**

**C**LARAMAE TURNER, who will be one of the principals in the coming S. F. Opera season (see "After Dark"), was a pupil of music teacher Nino Cornel, and got her first big chance in this city. She took part—as Mad Margaret—in an amateur performance of Gilbert and Sullivan's "Ruddigore" at which the audience included the late Gaetano Merola. The maestro recognized her talent, and in the very next season gave her leading roles. From that time forward, days of obscurity were behind her.

Since that moment of discovery, Claramae has received many big fees on great occasions, but one which lingers brightly in her memory is the first professional fee she ever earned. It was a dinner plus three dollars in cash, and the sponsor was the Eureka chapter of the Native Daughters of the Golden West. The little girl was barely into her teens. She could both sing and accompany herself on a guitar, and the program chairwomen asked her to provide all entertainment for one of the chapter's regular meetings. It was so nice to be paid for enjoying herself that there and then Claramae decided to make singing her life.

Up to then she had not taken a single singing lesson, but she immediately signed up for every music subject at Eureka High

School. She even dared to hope to sing with its delegation to the forthcoming Golden Gate Exposition. This the eager youngster did—she went to the big show with a delegate's status, and further won individual first prizes in every classification for which she qualified.

Her music teacher, Maude Homan Riley, and her parents allowed her on the strength of this success to pursue music beyond the town limits. Teen-ager Claramae set out bag and baggage for San Francisco. In those days, says Nino Cornel, the Turner voice was like "a beautiful little tree not quite fit for the garden." But the sprout soon enough bloomed to his satisfaction, and after her formal debut in a church, she joined the San Francisco Opera as a humble chorister, and also appeared daily on network radio programs.

It was in 1945, after she had taken up Gilbert and Sullivan to

get experience in dramatic acting, that her big break came, and the man who already employed her became aware of her outstanding talent.

The role which precipitated her to international prominence was Madame Flora in the premiere production of Gian-Carlo Menotti's "The Medium." Her performance in the pre-Broadway run of this masterpiece brought her an embarrassment of belated recognition. With the composer's blessings she departed "The Medium" to accept an unparalleled bid from the Metropolitan Opera.

The role of Cousin Nettie in the 20th Century Fox adaptation of "Carousel" belies, thanks to the sinister genius of the costume department, the real svelte and comely Claramae Turner, since Nettie in the musical in a dumpy, fiftyish Down East matron. This adventure came through an engagement to sing an all-Rodgers and Hammerstein concert at the Hollywood Bowl. On the podium that night was Oscar-winning Alfred Newman, 20th Century's music director. He knew that the film "Carousel" was in the planning stages. After two hours of listening to Claramae he also knew that he had found the perfect Cousin Nettie.

The statuesque and beautiful singer is in private life married to New York oil executive Frank Hoffmann. Her repertoire covers 75 operatic roles, of which her favorite is Carmen. Despite a crowded concert and recital calendar, she remains on the roster of the San Francisco Opera Company, reserving much of her fondest affection for those of its staff who helped her along the road to stardom. She has sung in San Salvador, Guatemala, Mexico, and Canada, as well as throughout the forty-eight states, but not yet in Europe.

**Supervisor McCarty**

(Continued from Page 11)

the outstanding candidates for the Number 1 Office in San Francisco should Christopher go to Washington, though at this stage dark horses cannot be discounted.

**DYNAMIC IDEAS**

He has plenty of dynamic ideas about the future of our city, such as creating a small boat harbor at the foot of Hyde St., and improving Lincoln Golf course to make it more difficult and so eligible for tournaments. The traffic problem is one of his particular cares, and he has thought-out solutions for this most vexing of headaches through a proper extension of the one-way street program, the addition of off-street, neighborhood and downtown parking facilities and more progressive traffic control, including increased and more efficient use of timed traffic signals.

McCarty is married to the former Stella Cometta and is the father of three children. He is a clear-headed lawyer whose reputation in the field of general law practice qualifies him for facing the many-sided problems of politics.

**Off the Record**



This timely cartoon introduces to our readers a new City-County Record contributor—Rudy—whose skill and humor will embellish our pages in coming months.

An average of more than 10,400 new residents have settled in the 13-county San Francisco Bay Region every month since 1950, according to the San Francisco Chamber of Commerce.

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Dr. Louis Conlan, president of City College, chats with new students on shaping careers in a world of automation.

CITY COLLEGE of San Francisco stands on a windy hill at the corner of Phelan and Ocean Avenues. Inscribed over the portico are the words: "The Truth Shall Make You Free." A library capable of seating 800 students and housing 100,000 volumes, named Cloud Hall after the first president, is included in the plant of this college of 57 classrooms which opens its doors free of charge to the youth of our city. Thus a teen-ager with a browsing mind and an instinct to ask ultimate questions may find here to his hand the wisdom of the ages enshrined in books, with a competent staff of philosophers, thinkers, and literary experts to interpret them for him.

#### SPECIALIZED TRAINING

But not all graduates of senior high schools are budding Deweys and Adlers, for whom a school close to home offering credits for free tuition in freshman and sophomore years of college is a great boon, especially where the family purse is strained. Some are in need of specialized training for careers in technical fields or professions such as engineering and electronics, commercial art and architectural drafting, accounting and merchandising. For these young people workshops and stud-

dios are provided, where under the direction of experts combed from their fields by an alert administration, they may acquire techniques which in two years will equip them to find well-paid jobs.

#### LATENT ABILITIES

In addition to the students who know where they're going, there are a number who either over-estimate or under-estimate their abilities. Some may dream of becoming doctors when they are meant by Nature to become druggists or dental technicians. Others, uncertain of their future and groping, have latent talents which a sympathetic eye could discover. They are the "sleepers" who may one day surprise their contemporaries. Particularly in relation to this group is the advice of counselors valuable. City College has a staff of 17 counselors who give individual guidance in the choice of an occupation, help plan a program of study based on interests and abilities, and deal with personal problems.

The faculty of 245 covers every major interest of the community, and offers to each incoming tide of students incentives and stimulus along a diversity of lines which may stretch academically as far as graduate work at the University of California, or may reach out

into commerce and industry. Here is education flexible and democratic, attuned to our form of society in which scientific invention and automation are transforming the picture of life from day to day.

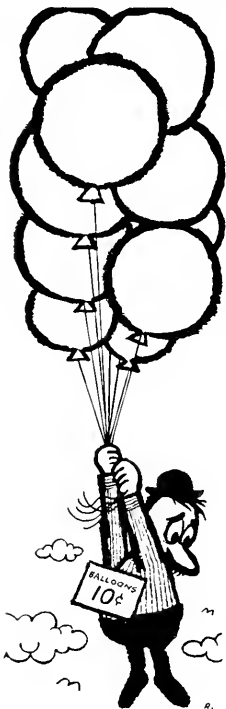
Important in the education offered by City College is the role of extracurricular activities from athletics to drama, and of courses planned for the personal and social enrichment of the student which will lead to his living a constructive and well-balanced life.

#### PRESIDENT'S BACKGROUND

The president, Dr. Louis G. Conlan, was appointed in 1949 after a career in teaching which included the principalship of Mission High School, and administrative work as Co-ordinator of Secondary Education for the San Francisco Public Schools. He is peculiarly fitted to be the head of an institution which stands at the cross-roads of human lives because of his broad sympathy, robust virility (he was a well-known football player at St. Mary's College), and high standing as a member of the California State Bar, as well as the holder of a Doctorate in Education of the University of California.

As pressure increases upon higher places of learning with the swelling population of youngsters desiring and deserving a college education, there is no doubt that the Junior College such as City College in San Francisco will multiply over California and the whole country. While there is no charge for instruction or use of laboratories, the college does not supply free text books—the cost of which does not generally exceed \$35 during any semester. Thus the State, and the City and County of San Francisco through City College, gives a generous and unprecedented opportunity to youth, and a range of training programs and academic courses beyond the credibility of our grandparents. The student registration for this year is 5,500.

San Francisco's Embarcadero, heart of the city's thriving maritime industry, derives its name from the Spanish term for "landing place" and is 3.5 miles long, according to the San Francisco Chamber of Commerce.



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## BOOKS

(Continued from Page 11)

from professors of economics to active speculators. It is written in a pleasantly easy style, and even small investors with a limited time to ponder these matters will enjoy this glimpse into a territory often baffling to explore.

\* \* \*

Bernard Baruch's story is that of a man who looks at life with wide open eyes, concerned to find the facts that lie below the appearances. It presents a candid account of the building of his amazingly successful career. He pauses to hand a bouquet to the school teacher who encouraged him and awarded him his first prize, "Oliver Twist."

He examines in helpful detail his failures. He also devotes a whole chapter to setting down sage advice to investors, summed up in ten maxims.

### FIRM SELF-DISCIPLINE

It is clear that to achieve Mr. Baruch's measure of success you also need certain innate slants of character: a capacity for coldly objective self-criticism; a firm self-discipline to protect you from seductive external pressures; and a psychic sensitivity combined with a studied familiarity with the field of speculation, which enables you to have flashes of foresight in market fluctuation.

Like Mr. Walter's book, this autobiography has fascinating insights for anyone professionally concerned with the business of stocks and shares, but Mr. Baruch's writings also are profoundly interesting to all people who have a lively curiosity and draw inspiration from the ways of living of successful men, who add luster and wisdom to the age in which they work and love and observe.

### French Cop and Simca



Robert Sibley holds up traffic for the French-built Simca automobile, which was displayed with many other French imports at the "Boulevards of Paris" show on the Sibley estate in Berkeley as part of a drive to raise funds for the Community YWCA.

## After Dark

### New Operas for 1957

The San Francisco Opera season opens on September 17 with a performance of "Turandot" at which the noted Italian conductor Francesco Molinari-Pradelli will make his U. S. debut. Two new operas will be rendered—Poulenc's "The Carmelites" (American premiere) and "Ariadne auf Naxos" by Strauss. The coming of Maria Meneghini Callas for the first time will, of course, be a gala event.

At the Alcazar Theatre time is running out on a most moving play: "The Diary of Ann Frank." Joseph Schildkraut plays his Broadway role of a Jewish father driven with his family into hiding in Amsterdam during the Nazi occupation. He rides the storm of the fears, hysterias, and frantic personal conflicts in a congested space over long months of tension. The strength and patience of this born leader, as portrayed by Schildkraut, in the midst of dehumanizing sordidness will become one of the vivid theatrical memories of our time.



CLARAMAE TURNER

On a quite different wave-length is the film "The Sun Also Rises" from the famous Hemingway novel (1) at the Fox Theatre. Errol Flynn is the star entertainer here as Mike Campbell who comes to Pamplona in Spain for the yearly running of the bulls. He is the life and soul of Brett Stanley's (Ava Gardner's) party of moon-faced frustrated men, a rugged earth individualist, with guts and laughter whose every prank and joke is juicy and appetizing. The scenes of Spain and the bull ring have the colorful immediacy of participation. The story begins in Paris where Ava Gardner makes a magnificent entry into a crowded cabaret. Mel Ferrer and Tyrone Power are among the men enslaved to her wiles and feline charm, while for our part, grow a little monotonous in the passage of two hours. The real triumphs of this film are the color photography and the gusto of Errol Flynn.





## "Grandest of Grand Stands" at Kezar

By BILL SIMONS

AN anniversary of no small significance was marked at Kezar Stadium last month by a few words casually spoken by a young man in a wheelchair:

"Gee, it was four years ago I first came here. Now there are mostly new faces . . ."

The young man expertly maneuvered his wheelchair from the elevator and rolled to a familiar position among other wheelchairs in the covered pavilion that was built four years ago high over the bleachers on the north rim of the stadium.

He had returned once again to Kezar's Veterans Shelter—the "grandest of grandstands," it has aptly been described—where San Francisco plays grateful host each football season to crippled veterans and men still in service from the various hospitals in the Bay Area.

A unique and heart-warming facility, its guests are provided with the stadium's finest seats. From it they get a sweeping seagull's eye view of the gridiron action below, completely protected from sun and rain.

Constructed at a cost of \$51,000, the Shelter is large enough to accommodate comfortably thirty-five wheelchair patients and a like number of crutch and cast patients. It has its own specially designed comfort station and is reached quickly and safely by a direct elevator lift from the stadium's corridor floor.

The young man returning to the Shelter was a graphic example of the heartening changes wrought by four years.

When he had first wheeled himself into position it was as a blue-ribbon guest from Letterman Army Hospital, a somewhat embittered guest who a brief year and a half before had stepped on a Communist mine in Korea, and who subsequently had been sent back home with his life but without most of his left limb—which ended in a stump just below the thigh.

That first visit to Kezar had been in company with a full house at the Shelter which included one paraplegic, one double amputee, 11 single amputees, and a dozen or so polio patients paralyzed from the waist down.

They came, with him, from Letterman and from Parks' Air and Mare Island Navy Hospitals and from Fort Miley, Oakland and Palo Alto Veterans Hospitals. Most of them were Korea veterans.

They were transported to and from the stadium by the Gray Ladies Service of the American Red Cross, San Francisco Chapter. The same Gray Ladies performing with efficient friendliness but with no hint of over-solicitude—served the lads with coffee, cookies, fruit juice, aspirin and small talk.

They were a young crowd, the boys in wheelchairs, on crutches and in casts. And as the game—an exceptionally exciting one between the 49'ers and the Detroit Lions—went on, one could feel the completeness with which they "look over" and thus fulfilled the purpose for which the Shelter was created.

By halftime most of them had

yelled themselves hoarse over each sparkling run by the 49'ers' Hugh McElhenny, each tingling pass by the Lions' Bobby Layne. By that time the newness, the strangeness, the fish-in-a-bowl feeling, was over and the attitude of the veterans was pretty succinctly summed up by one who said, "This is sure swell! Where can I send a letter of thanks?"

Those involved in the movement which had resulted in the Shelter didn't need letters of thanks. They were completely gratified by the complete success the facility had proved to be from that first day on.

Particularly full of gratitude were three San Franciscans who had originally proposed the Shelter and then who had spearheaded the drive toward its fruition—Chris McKeon, the contractor who had lost his youngest son, 22-year-old Sergeant Chris McKeon, Jr., in the Aleutians in 1943; Mrs. W. E. Griffith, then president of the Bay Bridge Chapter, American Gold Star Mothers, whose son, 23-year-old Lieutenant Calvin H. deFevre, a B-17 navigator, was killed over Germany in 1943; and Frank Curley, who was at that time senior state service officer of the Disabled American Veterans.

They had worked with the city's Recreation and Park Commission which has jurisdiction over Kezar and so effective were they that the city ordered 200 of the stadium's finest seats ripped out—to make room for the pavilion with its space for 35 wheelchairs.

In recognition of the sacred trust the Veterans Shelter represented, Recreation-Park General Manager Max G. Funke had asked the American Red Cross to take complete charge. The assignment had been gladly accepted by Red Cross Chapter Director Robert Elliott and his Chief of Volunteer Service, Mrs. Mary Ogden.

Since that October afternoon in 1954 more than 1,000 wheelchairs have been rolled from the elevator onto the pavilion, thousands of cups of coffee have been poured by the good Gray Ladies, countless cheers have emanated from the young men with the twisted and maimed bodies.

And over the years the Shelter has assumed a special importance to the 49'ers and to their bosses, the Brothers Morabito, as well as to the all-stars who play in the annual Shrine East-West classic and to that game's director, Bill Coffman—all of whom have cooperated in innumerable ways to preserve it for the purpose for which it was constructed and dedicated.

"On behalf of a city that is humbly grateful for the many sacrifices made by American servicemen and women throughout the world . . . and in particular to the memory of those heroes who have laid their lives in defense of their country . . ."

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*Dr. Ellis Sox Looks at Asian Flu*

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# RECORD

SAN FRANCISCO AND THE BAY AREA

PROFILE - A. P. GIANNINI

*by William Scott*

A PAGEANT OF POTTERS

*by William Hinton*



WELCOME TO CHRISTOPHER COLUMBUS

by ITALIAN CONSUL ALVERA and JUDGES CARPENETI AND MOLINARI

OCTOBER - NOVEMBER, 1957

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MAY 1957

(PERIODICAL DEPT.)

## BAY WINDOW

## CITY-COUNTY RECORD

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San Francisco and the Bay Area

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VOLUME 24 NUMBER 10  
OCTOBER-NOVEMBER, 1957

## LETTERS

After reading Roger Lapham's article on the Ferry Park Development Plan, I will cast my vote for Man of the Year to architect Mario Ciampi. Your reproduction of the model excites the imagination, and helps one to realize how inspiring might be the arrival by ship of future world travellers to our fabulous city.

More power to Mr. Ciampi, who is one of our great prophets and experimenters, far ahead of his time. I hope there will be enough people of vision in places of responsibility to give us a public area downtown which can be compared with the Tivoli Gardens in Copenhagen.

H. C. JORSS,  
3111 Jackson St.,  
San Francisco

Why spend a huge sum of money on some long-haired arty project, such as this Ferry Park Plan, when our city is shamed by an ugly Skid Row? Our first job is to pull down dilapidated houses and to rid our city of slum areas. When we have put an end to those social sores, it may be time to think about highfaluting schemes—not before.

W. L. NELSON,  
125 Mason St.,  
San Francisco

I am impressed by the hard-headed arguments for the Ferry Park Plan as outlined by Roger Lapham—the improvement in property values, and the eliminating of disorderly traffic congestion on the Embarcadero. This is no dream of a visionary, but a practical project from which our city will benefit, a part altogether from the aesthetic side.

G. H. SIMON,  
245 - 29th Avenue,  
San Francisco

**T**HEME: There has always been a marked feeling of affinity between the City of St. Francis and its people of Italian descent whose leaders have made important contributions to our cosmopolitan life.

The story of the growth in San Francisco of its Italian-American population is both vital and interesting . . . and well worth the telling. This issue tells the story in a series of articles starting on Page 7.

A few nores on contributors: Grace Duhagon, whose lively profile on the Record's "lady of the month," Mrs. Albert Campodonico, appears on Page 11, is well known to the Italian-American colony through numerous activities which include the peripatetic authoring of a weekly column in the North Beach newspaper. The Little City News. Joseph L. Alioto, lawyer, former president of the Board of Education, present chairman of the city's Redevelopment Agency, was one of the closest friends of the late Salesian Boys' Club Director Angelo A. Fusco. His appraisal of the famed "boy leader" is on Page 10.

**A**CCOLADE: A valued contributor with a sharp nose for news whose by-line has been a familiar preface to many an interesting and comment-causing Record article over the years, was himself in the news last week: William Flynn, a newsmen of 24 years' varied experience, has been appointed to head Newsweek magazine's San Francisco bureau. The important appointment is a journalistic climax to a career that has included work as a United Press staff member in Salt Lake City, Los Angeles and San Francisco, with the San Francisco Examiner and Chronicle, and recently, as San Francisco correspondent for Reuters and Associated Press of Australia in addition to his assignments as special writer for the Record.

We call particular attention to his article on Page 12, an estimate of the Italian-American political contribution to San Francisco, and wish Bill Flynn well in his new exclusive assignment.

**C**OVER BY CLEVER: The new look to this issue's cover is the work of one of the West's most talented designers and color engineers, Don Clever, whose name (his own, stemming from a Canadian birth 40 years ago) is an apt description of his varied abilities. From his Maiden Lane studio flows an amazing assortment of projects, both large and tiny, which have recently ranged from the complete design of a gambling casino in Elko, Nevada, to a wine menu for American President Lines.

A sampling of work-in-progress would include liling designs for the Storyland Playground soon to be constructed near the San Francisco Zoo, a building and loan office in Burlingame, a smart male and female clothing shop in Los Altos, minor remodeling at Romanoff's and, sighs Don, "continuously never-ending elaborations" at Alexis' Tangier. Also a desk for the Andy Lerios Travel Bureau, contemporary lighting fixtures, a San Francisco-flavored design for a national wallpaper concern . . .

But the most intriguing project stemmed from a visit by a lady who wanted a tombstone designed for her late mother. Don listened with sympathetic interest and the lady now has a handsome marble piece carved with the design of her mother's favorite flowers.

**C**OLUMBUS AND IWO JIMA JOE: The statue of Christopher Columbus on the cover is a three-foot model of the bronze and heroic 12-footer which was unveiled atop

(Continued on Page 14)

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FOR THE RECORD

# The Health Director Looks at Asian Flu

by Ellis D. Sox, M.D.

IT IS ANTICIPATED that within the next month or two, San Francisco may expect a rise in respiratory disease, some of which will be caused by a strain of Type A influenza described in the press as "Asian Flu." This influenza is a variant of one of the four major types of influenza; namely, Type A. This variant is, in effect, a cousin of the type of influenza that we have been experiencing during the past several years in varying degrees. It is a new strain to which there will not be a great deal of immunity.

It is anticipated, therefore, that should an outbreak occur, there will be as many as 20% or 30% of our population affected by the disease during a period of from four to six weeks. In normally healthy adults, it will be a relatively innocuous disease, characterized by loss of appetite, general aches and pains in the muscles and joints, with fever that may run as high as 103° or 104° Fahrenheit, these symptoms lasting for from four to six days. The patient will be somewhat weakened for another several days.

It will be impossible for the physician to differentiate this newly introduced variant of influenza from the clinical picture that the cases present. He will only be able to determine that the patient has an influenza-like disease. The specific determination can be only done by extensive laboratory work, and the patient will have recovered by the time the report is forthcoming.

The treatment of this disease is the same, irrespective of which strain of the virus is involved. The disease might cause death among those who are very old or debilitated, and those who suffer from chronic illnesses such as heart disease, diabetes, and diseases of the lungs, irrespective of the age of the patient.

This disease rose in eastern Asia in the spring of this year. The new variant of Type A virus was isolated simultaneously by the United States Army in Japan and the World Health Organization in Singapore. In a few weeks, it had spread to the United States, appearing practically the same week in California and Rhode Island. By the middle of June, outbreaks had occurred in military establishments in many areas of the United States, and by the middle of August it had appeared among civilian groups, particularly those in camps, in this country. Simultaneously, the same type of disease appeared in many other countries throughout the world.

The disease has a low death rate, and as has been mentioned above, is likely to attack approximately 20% of the population in any given area over a month's period. If we presume that only 20% of the population is likely to have the disease over a period of from four to six weeks, we can also assume that absenteeism as a result of this disease might amount to two or three per cent during the first week of an epidemic, and up to eight or ten per cent during the next two weeks, with a drop-off to three or four per cent in the fourth week.

We can further presume that only 20% of the population is likely to contract the disease, it is obvious that 80% would not get the disease whether or not they are vaccinated. Its impact on government and industry can be judged only on the basis of this assumption of the 20% attack rate, with perhaps as much as a 10% absenteeism during the two or three week period.

A vaccine which will provide about 50% immunity against this disease is in production, and is available on the market in limited quantities. It is estimated that approximately thirty million cc. of this vaccine will be produced by the first of December and through 1957, and possibly eight million cc. will have been produced by February 1, 1958.

At the present time, its production rate is between one and one and a half million cc. per week. The recommended dosage for vaccination is 1 cc. given once. An equally effective method of immunity is to give two-tenths of 1 cc. intracutaneously (within the layers of the skin) twice, at two week intervals, which will permit wider use of the existing supply of the vaccine, but will require twice the number of visits to a physician. The vaccine is grown on fertile eggs, and any person who has a known sensitivity to eggs should so inform his physician prior to vaccination.

There are six manufacturers of this vaccine. They have agreed to distribute their production to the various States in the same proportion that that State's population has to the nation's population. For every million cc. that is produced nationally, the State of California would therefore be allocated 79,000 cc. because California has 7.9% of the nation's population. After this has been distributed to the States, there is no control over the vaccine, and it can be sold by the druggists and physicians in the same manner they sell any other commodities under our free enterprise system.

If the vaccine were sold to cities or counties in the ratio that the city or county has to the State's population, San Francisco would be eligible to receive about 4,700 cc. of every million cc. produced nationally. In view of the fact that it is being produced at the rate of from one to one and a half million cc. per week, there is available to San Franciscans, then, between 5,000 and 7,000 cc. per week. If we estimate that there will be enough vaccine produced by December 1 to immunize one-sixth of our population, we can assume that the vaccine will be available in too small a quantity and too late to prevent an epidemic.

Accordingly, we must conceive of a plan which will enable us to utilize this small amount of vaccine in a way that will enable us to live through an epidemic, if such occurs. It is our feeling, and this is the feeling of the medical profession and most public health officials in California, that the first use of the vaccine by physicians should be to protect their patients who, because of debility or pre-existing diseases, might have fatal or other serious complications if they acquired this otherwise mild type of influenza.

The second priority for which this vaccine should be used is for those persons whose services would be required to even a greater degree if there were an epidemic. In this group would be included physicians, hospitals' staffs, personnel of health department who will be involved in investigative and home visit services, the staffs of private hospitals, and other public and private agencies whose work loads might be increased in the event of an epidemic.

The third priority would be those persons engaged in services essential to the smooth running of the community, whether there is an epidemic or not. These would include such services, whether provided by the public or by private agencies, as police protection, fire protection, transportation, communications and teaching services.

The fourth priority would include all other persons. It is possible that mothers of small children should be placed in the third priority to protect them from the disease so that they can take care of their families should illness occur. As far as the third and fourth priorities are concerned, we believe these factors must be taken into consideration.

There is nothing that precludes any person going to his family doctor and asking his opinion relative to vaccination. If the doctor believes that person should be vaccinated, that person should accept vaccination.

When the responsibility of the employer to protect his employees is raised, another question is inevitably raised. If 80% of the population is presumably not going to get the disease, whether vaccinated or not, on the average a person has eight chances out of ten of not acquiring

(Continued on Page 21)

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# NORTH BEACH

## *Heartland of the Italian-Americans*

by Bill Simons

**N**ORTH BEACH is not really a beach but part of the Embarcadero, extending from Pier 7 to the vicinity of Fort Mason. The name is given to what was the entire Italian quarter in the northern part of the city, extending from Broadway to Fisherman's Wharf and including all of Telegraph Hill and the northern slope of Russian Hill, much of its bay edge the result of land reclaimed from the water.

During the years linking and extending beyond the two World Wars, the term "Italian quarter" came to have mainly a romantic meaning as the city's Italian-Americans—for such they had become through the inevitable Americanization process—moved more and more to other parts of the city.

Mastery of the new language and the new ideas was the basis on which the new Americans could recognize and appreciate the leveling social, economic and, sometimes, political forces which attracted them to other districts.

Even though the Italian-American population spread permeatingly throughout San Francisco, however, the heartland remained North Beach. For the Beach has such attributes as rare physical beauty—flanked as it is by the bay, cradled by its two famed hills—and the superb year-round quality of its climate.

These factors, plus another potent but elusive attraction called "atmosphere," have maintained a much higher residential density (190.7 persons per residential acre in 1950) than in the whole city (94.2).

Always a polyglot district since its earliest beginnings, the Beach since World War II has had the interesting experience of receiving a mass invasion of Chinese-American families who have burgeoned from the 20-block ghetto that Chinatown once was. This

integration was accomplished without blood-letting, without neighborhood protest meetings, with only transient consternation over real estate values. The result today is a lively confusion of market displays along Stockton Street and Grant Avenue and an equally lively confusion of tongues—the Cantonese blending contrapuntally with the more melodious Italian dialects.

This all adds to the "atmosphere"—the quote marks are for tourists—of North Beach, an atmosphere composed in part of round broquette cheeses hanging in store windows, of cafe espresso and richly pungent cappuccino, of capretti at Easter time, of garlic sausage fresh from the factory, of the lovely smell of baking bread, of wedding rice on the steps of St. Peter and Paul Church, of the old men sitting and interminably talking in Washington Square.

Part of the atmosphere is composed, too, of tales of those not-so-long-ago days when the bootleggers flourished and the Mafia struck occasional terror, when gangs of young hoodlums roamed so openly that it became necessary for the late beloved Father "Trink" (Father Oreste Trinchieri, S.D.B.) to found the Salesian Boys Club as an antidote.

From its earliest beginnings North Beach has known violence. There's a significance to its natal year, 1776, which belongs not only to the City of St. Francis but also to the American democracy which was being born in great travail at the same time thousands of miles to the east.

The city grew around its North Beach waterfront, grew from a tiny Spanish outpost to a larger Mexican ciudad and then, with the discovery of gold, into a sprawling, unplanned, almost ugly metropolis. It took years of the most fastidious and frustrating work by planners, aided by a series of great fires,

to change the city's pattern so that it complemented the massive physique of the peninsula's 45-odd square miles. Every milestone of growth, of development was an explosive one.

Most explosive of all, however, was the mad mixture of people who poured into this cradle of the new city on the discovery of gold—convicts, criminals, charlatans, vagabonds, men crazed with gold-lust, entrepreneurs of all moral shades . . . and some men with ideals. They all headquartered in and around North Beach.

It was boom time, and, for the unwary, bust time, too. Money was being made and spent in fabulous amounts. In the Mission were such places as "The Nightingale" and "The Willows," roadhouses that belied their gente names. Gangs roamed North Beach and the Barbary Coast was a hard-boiled reality instead of the false-fronted echo of the past that it is today.

Legendary figures contributed to North Beach history. One was Henry Meiggs who built a large wharf—"Meiggs Wharf"—in the vicinity of the foot of Powell Street to accommodate his lumber schooners which sailed the coast from rugged Mendocino during the early 50's. It was the longest pier on the waterfront, projecting about 2,000 feet into the Bay, and its owner was considered fantastically wealthy. This assumption was disproven when in the fall of 1854 "Honest Harry"—as Mr. Meiggs was widely known—took his family "for a cruise on the Bay." From this cruise he never returned, a wise decision considering the fact that within several hours of his departure dazed citizens discovered he had left them holding a bagful of forgeries, spurious notes and worthless stock, all amounting to more than \$1,000,000.

By the time "Honest Harry" reached Chile he was almost penniless, but his amazing luck took another turn to the bright side and in time he became known throughout South America as the "Yankee Monte Cristo."

Then there was the retiring and mild Rhode Island dentist, Dr. Henry Daniel Cogswell, who contributed the statue of Benjamin Franklin which stands on a pedestal looking somewhat out of place, in Washington Square. The pedestal contains a casket to be opened in 1979. Aside from this rather perplexing civic contribution, Dr. Cogswell made a major contribution to the city when in 1887 he founded Cogswell College, the first technical school west of the Mississippi.

The other statue in Washington Square—a group of three firemen, one of whom bears in his arms a woman he has rescued from a burning building—is the gift of one of San Francisco's most spectacular women, Lillie Hitchcock Coit. Wealthy, volatile, attractive, she early acquired a lasting love for fire-fighters which was reciprocated when Knickerbocker Engine Company No. 5 made her an honorary member. Sometimes she wore a fireman's red shirt, always she wore the company pin with the numeral "5" on it; she even wore her signature with a "5" appended to it! Her other gift to the city is the enigmatic tower atop Telegraph Hill which bears her name.

(Continued on Page 19)

He was the Bunyan who  
shaped the face and sinews  
of the West's capitalism

# AMADEO PETER GIANNINI

by William Steif

A LAWYER who knew Amadeo Peter Giannini well was chatting in a third-floor courtroom of the Hall of Justice.

There were a few idle moments before start of trial and the lawyer was talking about Giannini.

"You know," he said, "here we all are facing the bench. But if A. P. walked into the back of the court right now all our heads would turn to look at him.

"That's the way it was with A. P. He had more personal magnetism than any man I've ever known."

It was a passing remark, but it offers a clue to the elusive, amazing personality of this Giant of the West.

A. P. was a Giant: no one can doubt that. His impress was—and is—felt all over the West. His stamp is on the vineyards of the Napa Valley, on the cotton fields of the great Central Valley, on the forests above Duns-muir, on the citrus groves of the south and on the irrigated vegetable gardens of the Imperial Valley.

His stamp is on Hollywood's film industry, on subdivisions from Oakland to Palos Verdes, on the airplane assembly plants at Long Beach, on San Francisco's crab fleet, on California's politicians, widows and financiers.

Nor is he confined to California: the Giannini legacy stretches to the Pacific Northwest, to the pleasure homes of fast-growing Arizona, to the wide avenues of Salt Lake City, to the boomtowns of Montana and Idaho, to mile-high Denver and the old Spanish city of Santa Fe. Everywhere in the 11 Western States are evidences of A. P.

In the caverns of Wall Street he will not soon be forgotten, for around the world are marks of his perspicacity.

Why?

To this there is no simple answer. Perhaps the easiest way to put it is through a homily. Giannini, far more than most men of any era, practiced what he preached.

He preached thinking big—and he thought big, size don't scare him;

He preached service and responsibility—and he served, responsibly;

He preached the equality of human beings—and he met every man on equal terms, as an individual, not as an abstraction;

He preached good works—and he did good works, not as a do-gooder but as a pragmatic situation might require;

He preached a life of action—so he acted;

He preached that it was not necessary to grow alarmingly rich to enjoy a good life—and at his death in 1949 he left an estate of less than half a million dollars.

This is not to say A. P. made no mistakes. He made plenty, and he would have been the first to admit them, for there was little false pride in his makeup. Further, he had enemies; some blamed him for misfortunes of their own making, others felt his ideas were unsound.

But the balance of his vigorous 79 years of life stands very much in his favor. He shaped the face and sinews of the West's capitalism in his own warm, outgoing image, and the West was the gainer. By comparison, Paul Bunyan was a pigmy.

Where did A. P. come from? How did he get the way he was?

Giannini was born in San Jose, in 1870, the eldest son of a young couple who had come from a farm near Genoa less than a year before. His father ran a small hotel profitably for several years, and bought a 40-acre farm between San Jose and the Bay.

When A. P. was seven his father was killed by a workman in a quarrel over a dollar. The widow, then 22, remarried Lorenzo Scatena, whose capital consisted of a team-and-wagon to haul produce.

Five years later Scatena moved his family to San Francisco to go into the wholesale produce business on his own. He did well, and the three Giannini boys, together with the three younger Scatena children, all attended Washington Grammar School.

A. P. was a good student, but his real love was his stepfather's produce business. When he'd finished grammar school he took a five-month course at Heald's Business College and went to work in the produce market, where he was known as "Young Scatena." He made buying trips, arranged loans on crops, worked hard and by the time he was 19 was given a third interest in the business by his stepfather. Two years later the third was increased to a half.

In 1892 he went courting and married Clorinda Agnes Cuneo, daughter of one of North Beach's richest men, Joseph Cuneo.

Nine years later, aged 31, Giannini "retired." He sold his half-interest in the business for \$100,000 and, through savings, had accumulated enough additional real estate to net him \$250 a month. It was at this juncture that Giannini, already well-known in San Francisco, threw his weight into the reform campaign which purged the city of an evil political boss, blind Chris Buckley.

The death of A. P.'s father-in-law in 1902 decided Giannini's fate. Joseph Cuneo left his widow 11 children, \$500,000 in North Beach real estate and no will. The family decided to keep the estate intact for administration and it was A. P., rather than any of the children, who was named to administer it.

## There are others in the Bay Area who are building BIG, too



Joseph Cuneo had been a director of the Columbus Savings & Loan Society; it was only natural that A. P. should be given his seat. It was just as natural, when he disagreed with the Columbus' overly conservative lending policy, for him to resign and start the tiny bank of Italy in 1904.

He rented a saloon at the corner of Columbus Avenue and Washington Street as the bank's first headquarters; even in this first banking enterprise he insisted on wide distribution of the bank's stock among small shareholders.

A. P.'s idea was to make this a bank of the people, a bank which catered to the little fellow with a hundred dollars in a sock at home as well as the big fellow with tens of thousands in ready capital. He sought the savings of Italian-Americans, who were migrating to the U. S. and to San Francisco by the thousands. Many faced a language barrier—some, even a literacy barrier—and here the Bank of Italy was ready to help, too.

It was a revolutionary idea: that's why the conservative directorate of the Columbus Savings & Loan Society had frowned on it.

Original officers were President Antonio Chichizola, Charles F. Grondona, George G. Cagliari and, of course, A. P., the bank's organizer and vice-president. Altogether, there were three salaried employees, Madeline Lagomarsino, Victor A. Cagliari and Armando

(Continued on Page 17)

**ALTHOUGH** A. P. Giannini was THE Giant of the West, an Italian-American who built a great institution from the ground up, there are others in the Bay Area who today are building big, too. A representative group would include:

**LOUIS PETRI**—This 45-year-old native San Franciscan is the biggest wine merchant in the world, controls S & W Fine Foods, is a member of the family which owns the Petri Cigar Co. (Toscano Cigars, the twisty Italian variety) and lately has launched a 21,800-ton tanker to carry his wines to the East and Midwest.

Petri was educated at St. Ignatius and the University of California, was going to be a doctor when, in 1935, he decided to leave medical school to marry Flori Cella, daughter of the founder of the Roma Wine Co. He had something else in mind, too, in that winter of 1935—it seemed to him a fine time to press the House of Petri back into the wine business, and that's precisely what he and his father, Angelo, did. He capped a series of smart deals in 1953 by buying Italian Swiss Colony, and since then has quietly moved into the S & W picture.

**FRANK N. BELGRANO, JR.**—This 62-year-old banker is, in many ways, the heir to A. P.'s mantle. Belgrano is a branch banker first and foremost, and says:

"You can't spend all your time following pleasurable pursuits, and still think of the little fellow digging a ditch."

A native San Franciscan, he first worked as a \$35-a-month messenger at the Bank of California, served overseas in World War I as a private, and went through the ranks, and was discharged as a Lieutenant. After the war he became an officer in his father's bank, the Banca Popolare Fugazi. In 1927 the Belgranos sold out to A. P.'s Bank of Italy and Belgrano went to work at a series of jobs for the Giannini interests, culminating in the presidency of the Central Bank of Oakland in 1943.

Earlier, he became interested in veteran's affairs and was unanimously elected national commander of the Legion in 1934.

From the Oakland post Belgrano went to the Philippines in 1946 as financial adviser to the Hon. Paul McNutt to assist him to put the war-torn islands back on their feet and when he returned to the U. S. he was made president of Transamerica's First National Bank of Portland, now the biggest bank in Oregon.

In 1952, after Mario Giannini died, Belgrano was named a Transamerica director, and the following spring he became president and board chairman. Transamerica's estrangement from the Bank of America developed

post-haste—Belgrano didn't want to sell 2 Transamerica-owned banks in California to the Bank of America.

Instead, Belgrano got hold of the San Francisco Bank, merged it with the 23 other Transamerica banks, and started the First Western. In addition, Belgrano began adding bank holdings throughout the West so that by the spring of 1956, Transamerica owned strong banks in all 11 western states. The timing was critical because President Eisenhower signed the Bank Holding Act, which would have forbidden further acquisitions in the spring of last year.

Under this native San Franciscan's aegis the First Western and Transamerica have blossomed and Transamerica is now taking steps to create a new corporation, Firstamerica, which will become the bank holding company. The remaining non-bank assets, including the Occidental Life Insurance Company, will continue to be managed and operated by Transamerica.

**RALPH MONTALI**—This 47-year-old native of North Beach attended Lowell High School, St. Mary's and the University of California, where, in addition to acquiring an education, he captained the swimming team. He held a variety of sales jobs and in 1939 stepped up to become the Oakland sales manager of McKesson-Robbins. Soon after, he joined the Calvert Distillery organization and by 1944 had become assistant national sales manager, whence he departed for executive vice-presidency of another liquor firm, Julliard, Inc.

In July, 1946, he formed his own liquor distributing and import-export firm, starting with a staff of two. Today he employs close to 100 persons and figures he has done around \$80 million worth of business since he went out on his own. He's also found time to be president of the Salesian Boys' Club (1955), president of the Serra Club of Oakland, is active in the work of the Hanna Center and still retains an avid interest in water sport—his hobby now is sailing and he took his 41-footer to Honolulu this summer. He is on the Board of Directors of St. Mary's College, Notre Dame, Indiana.

**CHARLES M. PAGANINI**—This son of a Benecia farmer never finished the Spring Valley Grammar School (his family moved to San Francisco in 1885, when he was three). He says:

"I just ran out of seventh or eighth grade and got a job."

(Continued on Page 23)



by Joseph L. Alioto

IN AUGUST of this year, San Francisco lost its best known boy worker with the death of Angelo A. Fusco, Director of the Salesian Boys Club. Mr. Fusco's reputation in his chosen field was not confined to the city of his birth but extended throughout the United States. Officials of Boys' Clubs of America, with headquarters in New York, have on more than one occasion stated publicly that the work of Mr. Fusco was outstanding in the nation.

Angelo A. Fusco was 52 years old when he died. Thirty-five of those years were spent working with the Salesian Boys' Club. From a humble beginning in the small parish gymnasium of SS Peter and Paul's Church on Grant Avenue and Filbert Street, Fusco, with the cooperation of the Salesian Fathers built an institution which intimately touched the lives of thousands of San Franciscans, both in and out of North Beach.

The statistics of the Police Department bear eloquent testimony to the effectiveness of his work on the issue of juvenile delinquency. From the worst record, the community served by the Salesian Boys' Club acquired the best record—and this was directly traceable to the work done by the Salesian Boys' Club in eliminating juvenile delinquency as a serious problem in the area it served.

Beyond the prevention of juvenile delinquency (a notable accomplishment in itself), the best work of the group was in inspiring a creative spirit in its members. The key to his success was his ability to move boys to do the creative things that came a little bit hard. He motivated them to study the liberal arts,

to go on to university education, to seek and to obtain positions of prominence in university and collegiate circles, to cultivate the qualities of literature, of the theatre, of the opera, and to be participants in the rich cultural heritage that belongs to San Francisco. This work was carried on side by side with an athletic program that brought the organization national fame and a spiritual program that deeply influenced the lives of the members of the group.

The personality that achieved this remarkable record was no orthodox personality. Flamboyant in manner and in dress, Angelo Fusco had a knack of winning the confidence of young boys, not by pious exhortation, but by establishing a bond of real affection based on interest. In his musical shows, his coaching, his summer camps, his academic sessions and the countless informal associations with his boys, he raised boy work to an artistic level that even today remains unmatched in the entire country.

He was not in himself a man of formal, higher education or degrees. Yet he was, paradoxically, a tremendous educator to his boys and a singularly effective factor in having them educated in accordance with the classics. Few personalities he touched remained unaffected by his association. In the whole colorful history of North Beach, no other single man contributed more to the life of an entire community than Angelo Fusco did.

Without exaggeration, it can truthfully be said that the end of his life marked the end of an era. However, because he built so solidly and so well, the work to which he gave his life continues to prosper and will remain, in itself, the most enduring monument to his dedicated labors among the youth of San Francisco.

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## Woman of the Month:

Virginia-born

Ellen Campodonico

by Grace Duhagon



IN THIS age of atomic energy, sonic barrier, flight to the moon, it is refreshing to know someone like Ellen Hampton Campodonico, a truly unusual woman whose life thus far reads like a best-selling novel.

Dresden-like, petite, graceful to her fingertips, she generates such boundless energy that to date she has managed the amazing feat of combining — successfully — three careers into her life. In each she rates star billing — wife, proud mother of three sons, civic leader.

Until five years ago her world evolved around her family. She devoted herself entirely and happily to her husband, her children and to the not inconsiderable task of running her spacious home which commands a sweeping vista of San Francisco Bay from its location on Vallejo Street.

When her sons — Hampton, 21, John, 17, and Tony, 12 — reached an age when they could, to a degree, be partially left on their own, Ellen Hampton Campodonico found she had surplus time and energy. So she was able then to turn outwardly to the community.

But even now her outside activity rates second best, her community undertakings planned so as not to conflict with her first and continuing love — her family.

Ellen Hampton was born in the distinguished State of Virginia, her forebears, the Hamptons of Virginia, among its oldest and most respected families. She was reared in the true tradition of the South, her childhood sheltered and surrounded by governesses until she entered Meredith College in Raleigh, North Carolina.

Some 28 years ago Ellen married Albert Campodonico, member of a prominent and rugged Italian family with a heritage and culture different from any she had ever known. As the bride of this young and promising attorney she embarked for San Francisco and an entirely new way of life.

It was not an easy task for her to understand this new culture into which marriage had catapulted her. Everything about it was different, including even its habits, its food. Especially difficult was its language. Sensitive by nature, she found herself lonely and strange in this new world she had chosen, in this strange new city, so continental, always veiled in mysterious fog.

With the passing of the years, however, Mrs. Campodonico has mastered many things and has a rewarding and wonderful time in so doing. Of particular note is her complete assimilation of the Italian culture: in the Italian colony of San Francisco she is an outstanding figure.

But her activities have not centered entirely around things Italian, for her projects are many and diversified. A thumbnail description might be: patron of the Arts (Mayor Christopher appointed her last year to the important Art Commission), leader of civic betterment, a lady intensely interested in helping the underprivileged at home and abroad, avid promoter of musical scholarships for talented children.

A member of the Daughters of the American Revolution, as American as Plymouth Rock, this remarkable lady has combined two cultures to perfection and has become as continental as the city in which she lives. In fact, so well oriented is she, Mrs. Campodonico considers herself not only a San Franciscan — but a native daughter of this golden State of America as well!

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# A PAGEANT OF POLITICOS

by William Flynn

**I**TALIAN-AMERICANS have made major contributions to the growth and development of San Francisco in the fields of government and related activities.

One of San Francisco's most illustrious mayors was of Italian descent. He was the late Angelo Joseph Rossi, the son of immigrant Italian parents who settled in Volcano, California, and later brought their son to San Francisco where he carved a career of outstanding achievement both in business and in government.

The tradition of Italian-American participation in and influence of government in San Francisco is closely intertwined with the development of the community. The success achieved by the racial group was based fundamentally on the philosophy of good citizenship rather than on representation of any special interests.

The foundation of the present San Francisco public school system was laid by the late Alfred Roncoveri, who served as superintendent of public education during the early part of the century, and then went on to be one of the veteran members of the Board of Supervisors.

But as a superintendent of education and a city legislator, this distinguished Italian-American initiated policies and legislation that have become the foundation of the modern San Francisco. As an education official he won recognition of the vital necessity of adequate schools and professional staff for the ultimate good of the community.

One of his most outstanding achievements as a member of the Board of Supervisors was persistent demands that the city acquire the Market Street Railway, the privately owned competitor of the Municipal Railway. His efforts finally were successful with the result that the confusion and chaos of multiple transportation were eliminated in the interests of efficiency.

Many of the achievements of the modern Park and Recreation system were inspired by the late William J. Raffetto who served as a member of the Recreation Commission for a number of years.

The elaborate system of parks and play grounds and other recreational facilities, now operated by the consolidated Park and Recreation Commission, were the result of Mr. Raffetto's persistent efforts in the interests of all citizens of San Francisco.

His keen political sense and timing were one of the main forces in winning the necessary appropriations from members of the Board

of Supervisors and the current incumbent mayor for projects that were not directly "profit producing" in terms of dollars and cents.

The modern generation of Italian-Americans now engaged in serving their city and community carries on the traditions of public service that were established by



ANGELO J. ROSSI  
Jan. 1931 - Jan. 1944  
28th Mayor of San Francisco

their predecessors whose place is now secure in the honor roll of the community.

One of the most outstanding is Dr. Charles Ertola the "Jolly dentist" of Columbus Avenue and North Beach, who is one of the seemingly least aggressive but one of the most influential members of the Board of Supervisors.

His career of public service dates back a number of years, and began with service on the Board of War Memorial Trustees. He was later appointed a member of the Board of Supervisors by former Mayor Elmer Edwin Robinson. The appointment was confirmed by the voters with an overwhelming vote, a tribute to Dr. Ertola's actions as a law maker for the City and county.

Another member of the modern generation who has given outstanding service to the community is Joseph L. Ahoto, outstanding

attorney. He has served as a member of the Board of Education, the Redevelopment agency and has contributed unstintingly of his time and effort to numerous civic undertakings.

Another outstanding Italian-American who has contributed to the governmental achievements of the citizens of San Francisco is John P. Figone. Originally appointed to the Board of Permit Appeals, he later served as a member of the Board of Supervisors, and resigned to serve as Under-Sheriff during the administration of the late Dan Gallagher.

Mayor George Christopher has granted recognition to outstanding Italian-American citizens of San Francisco.

To the Art Commission he has appointed Mrs. Albert Campodonico. Jos. C. Tarantino is a member of the important Board of Permit Appeals and has served with distinction as a member of that agency. Rose M. Fanucchi is a member of the Library Commission.

In the courts, William F. Traverso, John B. Molinari, Walter Carpeneti, and Raymond J. Arata are highly respected members of the Superior bench. It is worthy of note that two of these men, Judge Traverso and Judge Arata, won their appointment by governmental action, but were confirmed in high office by overwhelming votes of the citizens.

Public Defender Edward T. Mancuso, a former member of the Board of Supervisors, has won mayoral appointment to the office and confirmation by the voters.

In the office of the city attorney there is Lawrence S. Mana, chief assistant city attorney, one of the key men on the staff of City Attorney Dion Holm.

These are but a few of the Italian-Americans who have contributed to the greatness that is San Francisco. Uncounted scores of others have served their city and their state in numerous capacities, all of them reflecting the highest type of citizenship and devotion to their community and its citizens.

## How well do you know San Francisco?



**E**ven most lifelong residents of the Bay Area haven't visited all the famous landmarks that have made San Francisco beloved the world over. If you're a stranger, a Gray Line tour is a must; if you're a native, you'll still find a tour exciting, informative, entertaining. Be sure to tell visiting friends: Take a Gray Line tour of San Francisco. Hundreds of thousands do—every year and say, "There's nothing like it!"

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# THE FINE ART



BIMBO GUINTOLI



VIRGINIA CASSETTA



ENRICO BANDUCCI

## *Of making the most of life*

by Alan Tory

THE ITALIAN community in North Beach has two faces—one for the tourist, and the other for inside the family. To the tourist and the alien public of San Francisco it beams through paint and powder with professional conviviality. To its own, this Italian face, naturally operatic even when it shaves or absorbs spaghetti, is intimately expressive with a faint touch of sad nostalgia for the days before the invasion.

For now, entrenched among Italians who used to dominate the area, are carpet-bagging Spaniards, Mexicans, non-Latins, and Bohemians who wear goatee beards and sandals. The real good life of North Beach is slipping, say the old hands who remember the neighborliness when everybody round helped at the birth of a baby, the wine-making in private homes when at grape season the kiddies enjoyed the frolic of mashing with bare feet and the music of mandolins and guitars which issued from barber shops.

However, there is enough flame of the old gay life left at which to warm your hands if you know where to look for it. The wedding parties which come out of the Church of Saint Peter and Saint Paul—men stiff and formal in dark, awkward suits, little bridesmaids rare and exquisite as the flowers which adorn their hair—are garrulous and excitable as ever. The game of bocce ball, played in the sun at Aquatic Park,

has the same connoisseur-eyed spectators, and the same leaping, gesticulating performers. Still the old men muse and argue outside the Crab Boat Owners Association on Fisherman's Wharf.

In the lively bistro called "Bocce Ball" on Broadway, old white-haired Antonio Meloni sings his heart out as though it were his first appearance at La Scala, Milan—his every aria sung for the love of it. Yet surviving is the Verdi Club, Jake's Restaurant on the corner of Powell and Union, where you progress from the bar through the kitchen where the family does the cooking to a plain room where, as in old San Francisco, luncheon is served without fuss. If you know the right homes to go to, you may still enjoy dinner parties punctuated by bursts of song from Verdi and Puccini, and enlivened by memories of Caruso and Tetrassini.

One Telegraph Hill native (born at Vallejo and Sansome) who will show you both faces—the official entertainer's and the eternal vehement warm-hearted Latin—is Vincenza Cassetta, known to everybody who counts in San Francisco as "Virginia," hostess and gazer into the crystal ball at the Sinaloa.

Virginia—who has been at her post for twenty years—is a link between the leisurely past and the stream-lined present. With one son in the Marines and another an Arthur Murray dancing instructor,

she is not one to weep overmuch for days when people baked their own bread in Little Dutch ovens in backyards, and each family had its five or six barrels of good home-brewed "Dago red" wine, though you may find her, in some passing moods, wistful and reminiscent.

For most of her visitors, Virginia is a fountain of laughter, gusto, jokes, and quips, but if one comes in a despondent mood, her immense maternal vigor and her fund of understanding can be guaranteed to reverse the grimmest of suicidal intentions. She remembers fondly Jimmy Rolph, and likes George Christopher, is not opposed to Super-Markets, yet enjoys home cooking without benefit of tins, is the undisputed head of her family of children and grandchildren, yet believes in each of them being themselves.

Some day the world will hear of how, a deserted young wife, wild with the passion for home, she drove a broken down old car containing her four small children from exile in the Panhandle of Texas back to the warm Italian comradeships of North Beach, of her incredible adventures on the way, and of the historic slap in the eye she administered to Texas in a court case before Judge Theresa Meikle when, her children clinging round her, she refused to go back to the big State for all the tea in China. Round, sturdy, and affectionate, Virginia could walk as she is into the magnified and melodra-

matic world of opera, and hold her own among its fabulous figures.

Let no-one sell snort the Italy which puts out the red carpet for the visitor, the Italy of showmen and entrepreneurs whose signs shine out in the bewitching night. There are crowds of these expert feelers of the public pulse on Fisherman's Wharf including the Miramar, which advertises "Irish Coffee-Italian style," and on and around Broadway restaurants offer pizza, veal scallopini and chicken cacciatore, the Spaghett House serves drinks to aesthetes in a rambling building its walkway hung with quaint old-fashioned prints, the Cafe Trieste Espresso



4 FAMOUS RESTAURANTS  
Palo Alto, San Francisco and Ignacio, Calif

near the Church of Saint Francis provides coffee and chocolate for lean and ascetic talkers. Finocchio's specializes in adroit female impersonators, and Vesuvio's shows magic lantern slides of pictures which were risqué in grandfather's time, while a harman who is an artist in the daytime pours libations.

Dean of egghead entertainment in North Beach, and inspired maker of pasta who regales selected friends with uniquely confected taglinari, is Enrico Banducci of the Hungry I at 599 Jackson Street off Kearny. Enrico is an absent-minded man who has never been seen without his beret, from which some deduce he has a guardian angel which actively looks after his affairs. Certainly some source of inspiration must account for his uncanny talent-spotting which has unearthed, among others, Mort Sahl, the Gateway Singers, and Stanley Wilson who first met Enrico as a salesman of refrigerators.

This spacious underground theatre restaurant, where you may now enjoy excellent food for all tastes, contains an art gallery as well as an attractive auditorium where currently comedian Professor Irwin Corey is featured. It originated from a small cellar across the way from the present premises, where in 1951 Frank Werber, helping Enrico get ready some modest snacks for his clients said: "Let's fix the smorgasbord for the Hungry Intellectuals." The name stuck. Now the business which was started on \$800, grosses three quarters of a million dollars a year.

Enrico was born in Bakersfield, came to San Francisco when he was thirteen. He studied singing, and at eighteen auditioned for maestro Merola, who told him to "Go home and grow up, and come back again!" "I never came back" sighs Enrico, who later became a concert violinist, and then fell into his true destiny of encouraging others, and nursing their talent to fruition.

Augustino Quintoli, better known as Bimbo, paints with a broader canvas than Enrico in the entertainment he provides in the plushiest night club in town. He combs the world for acrobats, ventriloquists, singers and comedians who are high-priced TV favorites, and delights the eye with as comely a troupe of dancers as you can see anywhere (Rita Hayworth—then Rita Casino—was once in Bimbo's charge).

The coming of Columbus Day and this year's special celebrations induced him to put on the high-geared Italian Bovie at the 365 Club. The heads of his models were adorned with symbols from the leading cities of Italy: gondolas with poles for Venice, a tieble cello for Milan, fountains for Rome.

Under Bimbo's gold ceiling, hypnotized by his smooth band, guests can imagine for a brief hour that some Italian prince of the Renaissance is welcoming them to a charmed circle of care-free elegance.

Though he has now a princely balance in the bank and is an important citizen who has been chosen to play the role of Christopher Columbus in this year's celebration, Bimbo (which means "little boy," a name by which his mother called him) came to America from Montecatini near Florence when he was eighteen knowing no English, and having his way to make. He once worked as a busboy at the Palace, subsequently got a job as a cook, became a partner, and then bought out his employer, becoming sole owner of a night club at 365 Market Street, from which he moved in 1951 to his present location on Columbus Avenue.

Diversions, good food, convivial drinking have each their Italian experts, with some restaurants like Veneto's handed down from father to son. No account of Italy's contribution to San Francisco, would be complete without honorable mention of the artists—barbers, painters, musicians, designers of avant garde jewelry such as Peter Macchiariini.

The loaning of Fugazi Hall to the recent Art Festival in Washington Square for readings of poetry by Kenneth Rexroth against a background of jazz was symbolic of the instinctive good will the Italian bears for dreamers, visionaries, and iconoclasts. Of these last Benjamin Bufano is prime representative—a pint-sized sculptor of big statues whose latest work to stir controversy is a figure of Saint Francis outside the Church of Saint Francis of Assisi.

There are some who claim that Bufano belongs to the great immortals, Phidias, Michael Angelo and Rodin, others that he is an over-rated eccentric. What is certain is that he is a character who lives up to the public idea of what an artist ought to be, though the real Benny, unlike the sinister caricature he has created for himself, is a gentle soul.

Most enduring of Italians associated with North Beach is of course Saint Francis, Little Poor Man of Assisi, the laughter and life-loving son of a prosperous merchant who left worldly things to found an order of mendicant friars. When he is around, there is peace between the pizza-tossing Neapolitan and the pasta-mixing Milanese, and the invaders of other races who have infiltrated an Italian preserve are acknowledged by old inhabitants as members of the human family, who through no fault of their own are unresponsive to the mystic smell of garlic, and non-plussed by the problem of eating macaroni.



OLD LIGHTING ON GEARY STREET



CHESTER MacPHEE  
Cancer Society Chief



GEARY STREET TODAY — NEW LIGHTS FOR PEDESTRIANS AND DRIVERS

## BAY WINDOW (Continued from Page 3)

Telegraph Hill on the overcast morning of October 12. The three gentlemen on the cover with the Columbus model are, from the traditional left to right, Superior Judge Walter Carpeneti, Italian Consul General Pierluigi Alvera and Superior Judge John E. Molinari. They form a story-making picture since the statue was Dr. Alvera's idea and the implementation was supplied by a fund drive in the Italian-American community headed by the two jurists.

The photograph was taken by a man who is as handy with a camera as he is renowned with one—"Two Jims" Joe Rosenthal of the San Francisco Chronicle. It was Joe, who as a combat photographer covering the bloody Marine invasion of Iwo Jima, used 1 400 of a second to record a picture that has since become an all-time classic. That, of course, was the historic flag-raising at the top of Suribachi, an event that occurred

on D-plus-4—noon on February 23, 1945.

**DEEP DOWN INSIDE S. F.:** Look soon to the newsstands for our city's newest publishing venture, "Inside San Francisco," a slick monthly which will feature in its first issue a slickly titled lead story, "The Faux Hole," by the Call-Bulletin's slick and ever pun-loving columnist, Paul Speagle. About the hole being bored for Mole Hall, of course.

On another side of the lively local publishing front, look for brand new life to be pumped into the aged and sort of venerable institution which has been appearing weekly for these many, many decades, The Argonaut. This is being accomplished by a hefty transfusion of that life-giving ingredient known as Money. Part of the process is the acquisition of trigger-smart George Baker as public relations director.



# PEOPLE AND PROGRESS

## GIFT FROM VENICE

An attractive sleek black gondola arrived here aboard the motorship "PAOLO TOSCANELLI," the Italian Line's newest link between the Pacific Coast and the Mediterranean ports of Spain, France and Italy.

This authentic gondola, a gift from Mayor Tognazzi of Venice was obtained by Macy's through the efforts of the Italian Consulate, and used in the Columbus Day festivities before being presented by Macy's to the City in a permanent exhibit honoring the Italian colony here.

## ENCHANTED HILLS

One of San Francisco's most amazing charitable enterprises is Enchanted Hills Camp for the Blind. Nestled in a magnificent stand of timber on Mt. Veeder, 11 miles from Napa, the 340-acre ranch annually plays host to hundreds of blind boys, girls, men and women, from all walks of life.

Summers are divided into four sessions, two for adults, one for children 7-12 years of age, and another for older boys and girls.

The campers come from all of California and sections of adjacent states. They are provided campships by relatives, organizations, or individuals who donate \$75 for a blind person's two-week stay. Maintenance of camp is provided not only through the larger, specific donations but also from year-around contributions of from \$5 upward by anyone interested in helping blind adults or children through the Enchanted Hills program.

Leading the activities and help-

ing the blind at camp are a half-dozen teen-age "camp assistants," all volunteers, and nine paid adult counselors, all with college degrees and experience in group work, education and recreation. Typical of their enthusiasm for camp is a comment we heard from Jeannie Young, 17 year old Marin Catholic High graduate, a camp assistant:

"The thing I enjoy most is watching the excited reactions of those doing things like swimming, dancing and rowing boats, often for the first time. Their expressions of surprise and delight at their unrealized capabilities make me feel fabulous inside."

Anyone interested in helping to maintain the Foundation's work—which includes year-around city activities for blind children and adults in addition to the camp—may secure full information at the Enchanted Hills office, 3450 Geary Blvd., San Francisco, SKYline 2-3345.

## MORE LIGHT

Supervisor James J. Sullivan recently dedicated a new street-lighting installation, the \$33,000 whiteway of light, on Geary St. This seven block area, between Mason Street and Van Ness Avenue is the first extensive area in downtown San Francisco to be re-lighted. It represents another completed phase in the program designed to give this city the type of street lighting it should have.

The old cast iron poles and crowns that were removed, had been installed on Geary in 1926. For 31 years the filament luminaires and glass globes stood their

ground, giving the roadway's footcandle of light at night.

The 39 cast iron poles and the 78 filament luminaires were replaced by 35 Union Metal tapered spun aluminum poles and 35 General Electric fluorescent luminaires, each unit rated at 21,200 lumens. This is about ten times the amount of lumens usually found in a well lighted living room, raising the street level of lighting to 1 1/2 footcandle power. This 1 1/2 increase in cost gives 5 times the light that this section formerly had.



(From left) Devine, Sullivan and Blake see new Geary lights.



SIGHTLESS TEEN-AGE MERRY-MAKERS AT SUMMER CAMP

Geary Street has been transformed into a cheerful, light area that is much more attractive to shoppers, theater patrons, hotel and apartment dwellers.

Records from cities comparable in size to San Francisco show up to an 80 per cent reduction in night-time accidents after their obsolete street lighting fixtures were replaced with modern luminaires, giving adequate lighting during dark hours.

## SAVING LIFE

Collector of Customs Chester R. MacPhee is the new President of the San Francisco branch of the American Cancer Society. He announces as a major aim during the coming year an intensification of education and service programs.

In taking office, he was able to make the encouraging claim that "during the past year, we were able to report that the life of one cancer patient in three is being saved, as against the previous one in four." He continued: "I consider it our responsibility to work now

toward the goal of saving one life in every two."

The S. F. branch renders free service to patients in the form of nursing care, transportation and other types of assistance.

## GRAND NATIONAL

The Grand National Livestock Exposition, Horse Show and Rodeo opens at the Cow Palace on November 1, with Arthur Godfrey advertised to ride his precision-trained horse Goldie, Wilson Meyer, President of No. 1-A District Agricultural Association, sponsor of this the thirteenth show, is hoping for a bumper year in livestock sales.

"The whole thing," says Meyer "rides on the back of the fat stock sale. When buying support fails, the show dies." The Grand National attracts some 26,000 to 28,000 out-of-towners who spend somewhere between \$5 million and \$6 million in the Bay Area, so it's up to us as local patriots to roll up as many buyers as we can from our hotels, restaurants, and butcher shops.



CONSUL ALVERA, ERNEST MULLOY (Macy's), MAYOR CHRISTOPHER, RAY WINQUIST and TERESA FERRARI with gondola on deck of MS Toscanelli.

# POLITICS

## Deadline: Nov. 5

**T**HE ELECTION of November 5 may lack drama, with an unusual number of candidates completely unopposed, and an array of propositions which are not front page news, yet it presents important issues to the voter.

Four municipal judges Clayton W. Horn, Charles S. Peery, Carl H. Allen and James J. Welsh are unopposed, and the nominations of two Board of Education members Elmer Skinner and Mrs. Claire Matzger are on the ballot for confirmation by the voters.

Veteran City Attorney Dion R. Holm who has for twenty-five years successfully fought the city's legal battles, has no opposition, and the same goes for Treasurer John J. Goodwin, an able custodian who last year handled more than 250 million dollars. Adroit in depositing the city's funds, he earned \$763,679.14 in interest—more than five times the cost of operating his entire department.

Four incumbents on the Board of Supervisors are up for re-election. Francis McCarty comes before the voters in the auspicious moment when the public is celebrating the bringing of Major League baseball to San Francisco—an achievement which reflects glory on McCarty as the originator of the drive. A clear-headed administrator, he has to his credit a record of getting things done—notably, the sponsoring of the Downtown Air Terminal which will soon be under construction, the proposing and obtaining of a 5¢ Muni fare for children, and the implementing of the Storyland Project.

Henry R. Rolph bears a name which is meaningful in San Francisco because of his forebears Mayor James Rolph and the late Congressman Tom Rolph. Since his nomination to serve out Mayor Christopher's unexpired term on January 8, 1956 he has made a reputation in his own right by displaying forthrightness and capacity. As a member of the County, State and National Affairs Committee, he directed the completion of Park and Recreation projects approved by the voters two years ago. He piloted the fair employment practices ordinance through to a solution acceptable to both sides, a delicate task which required calm judgment and resourcefulness.

William C. Blake, an able and vigorous business man (Rolph and McCarty are attorneys) is the owner of a local ship repair company. He has served well as Chairman of the Streets and Highways Committee, and is also on the Police, and Commercial-Industrial Development Committees. He has made a name as a leader in the drive for tax relief for all residents, and is the author of the "Blake Resolution" which blocked the construction of the Western Freeway, and so stopped the State Division of Highways from destroying 1,000 homes in the Sunset District. Blake holds the important job of Chairman of the Bay Area Air Pollution Control District, and is a Director of the County Supervisors Association of California.

James J. Sullivan is an Insurance and Real Estate broker, who has long experience in public affairs including prior service as a Fire Commissioner. His handling of the liquidation of Highway District No. 10 (which had been a political football for many years) resulted in a saving of \$1,460,000 to the taxpayer. He is a man who has shown courage in standing up to pressure groups, putting first the best interests of the city, and keeping always in mind a responsibility to the home-owner and the small taxpayer. He has initiated a move to get back onto the tax rolls a part of a property of \$117 million dollars owned by the U. S. Government and the State of California.

### NEW FACES

**T**HERE ARE eleven other candidates. The Volunteers for Better Government commend a three-man ticket: Henry Rolph, together with Attorney Alfonso J. Zircoli and business executive Edgar Osgood. William F. O'Keefe, Jr., is running with a big showing of out-door advertising. One of his planks is the encouragement of construction with every means at our command—the reclaiming of wasted areas under the freeways, and the filling of tidelands for industrial sites which will put additional new buildings on the tax rolls.

Restaurateur Charles Marsalli is conducting a lively campaign with attorney Jake Ehrlich as chairman. Like O'Keefe, he is concerned about controlling the tax rise. He wants more to be done to sell San



Architect's drawing of San Francisco's proposed courthouse in Civic Center. The five-story future home of municipal and superior courts will complete the ring of buildings surrounding the Civic Center Plaza. The building, if Proposition A is approved by the voters, will be located on Marshall Square, the block bounded by Larkin, Fulton, Hyde and Grove Streets.

Francisco as a convention city, envisions a playground program which will bring greater parent participation into our youth activities, and it vitally interested in the problem of parking.

Molly H. Minudri, who was the first woman appointed as Deputy Public Defender in San Francisco, boasts a unique knowledge of municipal government. Other candidates for Supervisor are painting contractor John Abraham, electrician Frank Barbaria, printer Donald James Bruce, writer Gleason C. Densmore, tavern owner John A. Dobleman, and lithograph worker Joan Jordan.

Of the fourteen propositions on the ballot, chief interest centers on Proposition A the \$22,150,000 bond issue for a new court house. In a nutshell, a "Yes" vote on this proposition will provide a court house for San Francisco, which alone of all the counties in the State has none, and it will consolidate city government under improved conditions in City Hall, where for 42 years as a makeshift a r a n g e m e n t, two floors have served as San Francisco's "court-house."

This has involved grievous overcrowding and generally bad conditions. Construction of the long-planned courthouse will release 110,000 square feet of space for the use of City Hall departments.

Both the Courthouse itself and its Marshall Square site (the city-owned area bounded by Larkin, Fulton, Hyde and Grove Streets) are now officially part of the Civic Center Master Plan. The proposed 5-story, handsome Courthouse will harmonize with Civic Center architecture and house Superior and Municipal Courts, City Attorney, County Clerk, Law Library, Public Administrator, Sheriff,

Grand Jury and miscellaneous court officials.

### BALLOT PROPOSITIONS

**P**ROPOSITION A has been endorsed by the City's Bond Screening and Master Planning committees, the Mayor, Chief Administrative Officer, and the Board of Supervisors by unanimous vote.

The other propositions are:

B—Permitting appointment of non-civil service confidential secretaries for City Attorney and the Public Defender.

C—Prohibiting the copying of civil service tests.

D—Permitting supervisors to fix residence by ordinance.

E—Retired city employees could be paid as expert witnesses.

F—School district would be credited for contributions to retirement system for teachers who elect to retire under the State plan.

G—Exempting part-time positions paying less than \$125 a month from civil service.

H—Relating to zoning appeals; public property would be excluded in the case of petitions in zoning cases where signatures of 20 per cent of owners are required.

I—Compensation of police officers.

J—Increased retirement and death benefits, Fire Department.

K—Health Service: Board would be revamped and the city would pay half of the cost of health services of city employees after three years.

L—Increased retirement and death benefits for police.

M—Increased retirement and death benefits for retired police officers.

N—Relates to reporting of campaign contributions and expenditures.

Pedrim. On Monday morning, October 17, 1904, A. P. told Victor Cagliari:

"Vic, you may now open the front door."

And the Bank of Italy was in business. First-day deposits were \$8750.

By the year's end deposits had reached \$134,413, a good rate of growth but remarkable only because many depositors had never before trusted their funds to any bank. This was a touch of Giannini genius: he'd been out hustling up accounts. But it was still a long way off from either the Columbus or Italian-American banks, each of which had deposits of around \$2 million.

A year later, the Bank of Italy began to show real progress with deposits at \$700,000, total assets just over \$1 million.

Then what seemed like disaster struck. The early-morning quake of April 18, 1906 did not harm the Bank of Italy's building and when Armando Pedrim showed up for work he got Clarence Cuneo's horse and buggy and made his usual trip to the Crocker-Woolworth National Bank down Montgomery Street for the Bank of Italy's cash, a sum estimated at \$80,000.

The Bank of Italy actually did business in the first hours after the quake.

It took A. P., whose home, Seven Oaks, was in San Mateo, until noon to make his way to the bank. By then the Palace Hotel and 18-story Call Building were blazing and fires had started over large areas of the city. In early afternoon A. P. closed the bank, got two precious teams and wagons from L. Scatena & Co. (Lorenzo Scatena was by now president of the bank), carried the bank's cash—mostly gold—to a wagon bed and hid it beneath crates of oranges. On top of the crates the bank records were piled. There was no room left for the new \$375 Burroughs adding machine and A. P. reluctantly pushed it into the safe to which the money had never been entrusted overnight.

By dusk, A. P. deemed it safe to start leaving the stricken city, first stopping for supper at Clarence Cuneo's flat at the northernmost end of North Beach. The trip to Seven Oaks took all night. At the Giannini home the gold was hidden in the ashes trap of the living room fireplace.

On April 20, A. P. returned to the ruined city—nearly 500 square blocks, including the whole business district, had been laid waste, and 500 persons were dead. Another 250,000 persons were homeless and property loss ran between \$350 and \$500 million.

In this devastation, A. P. saw opportunity. On April 22 he sent out a circular letter to the bank's depositors announcing that the

bank shortly would open temporary headquarters at the home of A. P.'s brother, Dr. Attilio H. Giannini, 2745 Van Ness Avenue, and on the Washington Street wharf. Checks for limited amounts would be cashed, he reported, deposits would be accepted and loans for rebuilding would be made. On April 27, only five days after the fires finally had been doused, the bank reopened.

"We are going to rebuild San Francisco and it will be greater than ever," he told would-be borrowers as they lined up in front of the plank counter and bag of money which served as his wharf "office." Then he had to convince the borrowers to take less than they wanted, or otherwise "there won't be enough money to go 'round."

#### NEW CONFIDENCE

The big banks were still in a state of shock, but by May 22 Giannini was advertising, "BANK OF ITALY, 632 Montgomery St. (Montgomery Block), NOW OPEN FOR REGULAR BUSINESS. Absolutely no loss suffered by reason of the recent disaster."

By the end of 1906, the bank's total assets had increased to \$1,899,947, deposits to \$1,355,000 and the number of depositors had more than doubled.

"Absolutely no loss suffered . . ."

By August of the following year, 1907, the Bank of Italy followed two larger institutions in opening a Mission District branch. In the same year came another proof of A. P.'s financial acumen: he had been accumulating a large reserve of gold since May, despite the gibes of bankers from bigger institutions. In December shock waves from the world-wide panic of 1907 rippled through California and forced a 50-day bank holiday. Yet the Bank of Italy not only continued to pay out legal currency throughout the tight-money period but showed more deposits than withdrawals.

It was in 1908 that A. P. first got the bee in his bonnet about branch banking. He'd gone to a bankers' convention in Denver and had heard Woodrow Wilson, then president of Princeton, advocate a system of branch banks. He'd heard of the Canadian system of branch banking and took a trip to Canada to look it over. In August, 1908, the Bank of Italy opened new nine-story headquarters at Clay and Montgomery, and A. P. was thinking ahead. By 1909 he was ready to move, not simply by opening what amounted to another teller's window in the same city (as the Mission branch was, basically), but by going into new territory.

The first venture was into A. P.'s old stomping ground, San Jose. Soon after came purchase of two more small banks in San Francisco



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and by the end of 1910 the Bank of Italy's resources stood at \$6,539,000, a whole of a jump from those first-day deposits of \$8780. The Columbus and Italian-American banks were already far behind.

In the next couple of years Giannini began looking for new worlds to conquer. One direction he turned was east, where a number of prominent Italian-Americans were importing him to start a New York bank. The other direction was south, to booming Los Angeles.

It was on Los Angeles that he moved in 1913, by taking over the two troubled branches of the Park Bank and the tiny City and County Bank. His welcome was chilly. A Los Angeles newspaper headline of the time sums it up:

#### "PARK BANK TAKEN OVER BY ITALIANS."

This didn't bother A. P. in the least. He and a competent staff wooed Los Angeles business successfully and by 1915, when Lorenzo Scatena was made board chairman, A. P. became president of the Bank of Italy at a salary of \$25,000 a year.

The years of World War I were some of the brightest in A. P.'s life.

#### YEARS OF GROWTH

With strength in the north, and a toehold in the south, he dedicated himself to creating a statewide branch system. By the end of 1918 the Bank of Italy had 24 branches in 18 California cities and total resources of \$93,546,162. In 14 years it had become the fourth biggest bank in California. In the following decade it was destined to become the most powerful financial instrument in the West—and A. P. was destined to clash head-on with the private and governmental opponents of branch banking.

Boiled down, the argument against branch banking was this: the branch bank could not serve the community as well as a local operation because it was controlled from above and did not understand the problems, that is, fiscal needs, of any particular community.

A. P.'s banking philosophy ran directly counter to this argument: he favored local management, felt the larger resources of a branch system did the community more good and insisted the small borrower, whether rural or urban, got a better break from a large, well-run organization.

His opponents fell into three groups:

1) The bankers of Southern California, who for years tried to wall off the Bank of Italy north of the Tehachas;

2) The State Banking Department, which tried in the '20's to implement this north-south split—it was this struggle which eventually brought Giannini to C. C. Young's side in Young's gubernatorial campaign of 1926 and it was generally conceded that Giannini's pressure resulted in Young's 12,000-vote victory;

3) The Federal Reserve Board, which to some extent reflected California banking opinion against A. P.'s "octopus."

It is to Giannini's credit that he eventually won over most of the opposition: not all, of course, for there is still a considerable current of opinion against branch banking, even in California. But for all practical purposes A. P. had won these battles by the end of the '20's.

Meantime, this big (six-foot-two), handsome, charming man had created a vast corporate structure outside the Bank of Italy.

#### AP'S EMPIRE

By early 1927 he'd amassed four banking systems, Liberty Bank of San Francisco, Bank of America of Los Angeles, Commercial National Bank of Los Angeles and Southern Trust Co. of San Diego, under the roof of two of his holding corporations, Bancitaly and Amercommercial. There were more than 60 other "independent" banks scattered around California under the same ownership. He also had the California Joint Stock Land Bank, a venture designed especially for rural areas and one of the few joint stock land banks in the U. S. which was always sound in those days of a sick agriculture. There was the Banca d'America e d'Italia, a web of Giannini-controlled banks in Italy, and there was a mushrooming group of insurance companies. In the '20's headquarters had once again been moved to No. 1 Powell Street, and by early 1927, when all legal obstacles had been cleared out of the way and A. P. was able to merge many of his holdings into the Bank of Italy, the Giannini striding became the third biggest bank in the U. S., with total resources of \$675 million and 276 branches in 199 cities and towns.

Though A. P. had first turned toward Los Angeles, rather than New York, he had never given up his dream of a nationwide system of branch banking and in 1919 had gone into New York in a small way by purchase of the East River National Bank. Six years later, he had acquired the Bowery National Bank and merged it with the East River National, thus creating a \$70-million institution which brother "Doc" ran. By 1928 this had grown to a \$106-million bank with 12 city branches and, in addition, Bancitaly owned a smaller, \$45-million institution. A. P., heady with his western successes, wanted some thing bigger and found it in the 116-year-old Bank of America (deposits, \$167 million) at 44 Wall Street.

To get it, he had to make concessions to both the Federal Reserve Board and to the House of Morgan, within whose sphere of influence the bank fell. But get it he did, and promptly merged it with his other New York holdings.

This was mid-1928 and by then

the wild fever of speculation which helped push the U. S. into the Great Depression was rampant. In San Francisco two favorite stocks were Bancitaly and the Bank of Italy, both of which soared as elevator operators, housewives, cab drivers, waiters, lawyers, longshoremen, clerks and everyone else hurried into the stock market to make paper fortunes on "margin." Giannini was terribly disturbed by this orgy of gambling—he had always been opposed to gambling, in any form, as his son, Mario, later recalled. A. P. issued numerous statements deploring margin-buying. A typical remark:

"We want our stockholders so firmly entrenched that they cannot be forced to sell at some unfavorable time."

He and Mario committed their own money to discouraging speculation. At one point he cabled from Europe: "Stock selling too high. Discourage purchase."

But no one listened. So A. P. determined to put all his corporations under one roof, which would protect them to a greater degree from speculation and, incidentally, enable him to control the New York bank—the Morgan concessions had weakened his control.

The new corporation was Transamerica, and it sprang to life at the end of 1928 with assets of more than \$1½ billion and more than \$800 million enroute in the form of other bank holdings.

This move resulted in a complete breach with the Morgan people and forced A. P. to look for other talent to operate the New York bank, talent which understood national branch banking and holding-company ownership.

A. P. thought he'd found the talent in blueblooded Elisha Walker, of Blair & Co. They agreed that Transamerica's goal must be a nationwide branch banking system and a first step was taken toward this goal with the acquisition of the First National Bank of Portland, Oregon. A. P. stepped into retirement and Walker became Transamerica's chief operating officer.

It didn't take long for A. P. and son Mario to discover they'd made a mistake.

#### FACING REVERSES

As the Great Depression fastened on the nation, Transamerica's stock tumbled. This scared Walker. Then the easterner had a falling-out with Mario—A. P. was traveling in Europe at the time—and Mario quit.

For the first time in history the California bank, now the Bank of America, showed a loss in deposits. Federal banking officials turned the screws on the bank because of some doubtful paper it held. Employee morale slipped alarmingly. Dividends were cut and, eventually, dropped.

Worst of all, Walker and his

Wall Street associates decided it was no time for a national branch banking system; indeed, they went further and devised a plan to dump Transamerica's assets at knocked-down prices. This brought A. P., seriously ill in 1930-31 in Europe, back to California with a whoop. It appeared that Giannini had lost control of his brain-child and that the child was about to be dismembered.

Now A. P. was fighting-mad, and took the only course he knew. He battled.

This didn't prevent Walker from dumping the New York bank which A. P. had so assiduously built—in the fall of 1931 the New York bank was merged with the huge National City of Manhattan for slightly more than eight per cent of National City's stock. But this was the only major liquidation.

A. P. saw that. Together with Charles Fay of San Francisco, he stomped California gathering stockholders' proxies for the crucial February, 1932, Transamerica shareholders' meeting. He walked in with more than 15 million out of a possible 24 million votes and walked out of the meeting boss of Transamerica, and his beloved Bank of America, again.

#### NEW ZEST

The proxy fight seemed to have brought his good health back and he returned to his old desk at No. 1 Powell Street with tremendous zest for rebuilding the bank. He worked longer hours than ever before, soliciting new accounts, raising employees' morale, checking on all the details of his empire. He started a "Back to Good Times" campaign with newspaper and radio advertising, bought lots of local bond issues for the bank, reversed the trend of deposits so that they started upward again.

In early 1933, when banks all around the nation were crashing, withdrawals exceeded deposits at the Bank of America by only \$104,000, and, in fact, no California bank failed. This, in itself, was a tribute to the efficacy of branch banking as a preventive of disastrous bank runs, for California is far and away the country's biggest branch-banking state and the branch systems are all patterned after Giannini's.

In 1935 the 65-year-old A. P., retired as president, though retaining his board chairmanship, Son Mario became the active boss, and A. P. again sought his well-earned retirement. Actually, he continued working and simply took a little more vacation.

Near the end of the decade A. P. locked horns with governmental authority once more: this time the bank was attacked from one side by Treasury Secretary Henry Morgenthau Jr., who insisted its liberal dividend policy and compara-

tively small capitalization were wrong, and Transamerica was attacked from another side by the Securities and Exchange Commission which challenged the holding company's fiscal reports.

A. P. and Mario scored off Morgenthau by the simple expedient of threatening to pull the bank out of the Federal Reserve System and back under State supervision. The charges against Transamerica were quietly dropped after nine years of fruitless hearings.

A more substantial triumph waited A. P. in 1941, when he laid the cornerstone for the bank's present 12-story headquarters at California and Montgomery Streets. The stone's only words are:

"Erected A. D. 1941, Bank of America National Trust and Savings Association, A. P. Giannini, Founder."

Five years later, at 75, A. P. resigned as board chairman and was named to a newly created post, "founder-chairman." Shortly thereafter he was attending a board meeting and a senior vice-chairman, Francis Baer, was reading figures describing the bank's condition when A. P. interrupted, impatiently, with:

"For God's sake, Franny, give 'em the big news!"

The big news was total assets—the Chase National Bank of New York had \$4,965,394,000 and the Bank of America had \$5,037,500,000.

As founder-chairman of the biggest bank in the world, A. P. turned his attention to the post-World War II scene and started a drive for international outposts. He played a part in the bank's liberal GI lending policy which helped build thousands of small homes after the war.

In 1945, when he said he found he was "in danger" of becoming a millionaire, he established the Bank of America-Giannini Foundation and turned over half his fortune to it for scholarships and medical research. In his will he referred to this trust and wrote:

"Like St. Francis of Assisi, do good—do not merely theorize about goodness."

He died June 3, 1949, and his death was worldwide news. It was as if the biggest redwood in the forest had toppled.

But the seeds A. P. planted to continue to flourish. They are best summed up in one line of the June 30, 1957, statement of condition of the bank's 612 branches. The line says:

"Total Resources . . . . . \$10,028,279,418.54."

The cable car was invented in San Francisco in 1873 by Andrew S. Hallidie, who couldn't bear to see horses struggling up the city's steep hills, according to the San Francisco Chamber of Commerce.

## NORTH BEACH (Continued from Page 7)

Of its two hills, Telegraph is the height that has played the most dramatic role in North Beach history. Whereas Russian was named after an old Russian burial ground, Telegraph earned its name from a semaphore which stood on it in the early days and announced to the town the approach of ships through the Golden Gate bearing Gold Rush passengers from Panama. Previously it had been called Loma Alta—High Hill—by the Spaniards.

But the San Franciscans impatiently wanted news of arriving ships even before they reached the Gate, so another lookout station was constructed on Point Lobos above the ocean. From this point the first telephone line ever operated in California flashed news to the city of ships miles out at sea. Thus was the northern terminal logically named Telegraph Hill.

One of the station's first and happiest tasks in 1850 was when the semaphore signaled the approach of the mail steamer Oregon, flags flying from every inch of her and bearing the electric news that California had been admitted to the Union. That night the bonfires blazed high in the sky above Telegraph Hill.

The Hill, however, had fallen on evil days. Responding to the virtually womanless city, groups of prostitutes converged from Mexico and Chile, from France and other European countries, from the Eastern and Southern cities of the United States. They settled in tents and board shanties in the vicinity of Clark's Point, about where Broadway and Pacific run into the Bay, and on the eastern and southern slopes of Telegraph Hill.

This then was the incipient Barbary Coast, an area of lawless gambling houses, saloons and brothels. It was here that an outlaw gang known as the "Hounds" made a brutal raid July 15, 1849, pillaging and burning and murdering in the most sadistic manner imaginable. The result was an outraged popular uprising that promptly brought ringleaders to trial and cleared the town of "its worst elements," according to a woefully inaccurate contemporary historian.

Even as he wrote, a fresh invasion of this section of North Beach was being readied by the human hotsam from the frontier towns of Australia and the escaped convicts and ticket-of-leave men from the British penal settlement at Sydney. By the early autumn of 1849 the arrivals from Australia had become so numerous and so thoroughly dominated the underworld that the district in which they congregated became known as Sydney-Town.

Later it became notorious

throughout the world as the Barbary Coast.

A gastronomic note of some interest might be found just around one of the Coast corners in the Montgomery Street block today expensively occupied by Ernie's where was located the Iron Horse, a sheet-iron shanty whose proprietors regaled the Forty-niners with San Francisco's first indigenous delicacy, diced chicken served with mushrooms and sherry in coddleshells for lack of china.

Living in the area north from Jackson to Bay were Italians, French, Portuguese, Mexicans. But Italians predominated even then, and it was only a matter of time until North Beach became identified mainly as the Italian colony.

They came from all parts of Italy—the Genoese, Milanese, Tuscans, Corsicans, Sicilians, some from the rich slopes of Aetna and Vesuvius, bringing tradition and background to a city too new to have any of its own.

These people brought their strong and unquestioning faith from the old country and found a citadel already established at the corner of Vallejo Street and Columbus Avenue in the form of 14th century Gothic St. Francis Church, the first Roman Catholic parish church in San Francisco, constructed in 1849.

Later, in 1884, in recognition of the growing Italian population, SS. Peter and Paul Church was established as the city's national Italian church and the Salesian priests and nuns of St. John Bosco commenced the effective youth work which continues today. And in 1875 Our Lady of Guadalupe Church was established on Broadway, the Spanish national church.

But the Barbary Coast continued its festering existence.

Then towards the close of the century there came a man unfavorably known to the Barbary Coast as "Terrible Terry" but most favorably known to North Beach as Father Terrence Caraher, pastor of St. Francis Church and chairman of the Morals Committee of the North Beach Promotion Association.

He was a big man with enormous shoulders and ham-like fists, a temper that was considerable when aroused and a voice capable of chilling a strong man's innards when unleashed in righteous anger.

Father Caraher turned the full fury of his crusading prowess on the red-light area, blockading the sin-dens with volunteer pickets, exerting religious and political pressure upon owners of property used for prostitution, haling operators and inmates of the bagnios into court and otherwise harassing them.

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Barry Coast. The devastation of 1906 was the second telling blow. And the third and final blow, editorially aided by the San Francisco Examiner, came in 1911 when James Rolph Jr. was elected to the first of his 10 terms as Mayor of San Francisco and Political Boss Abe Ruef's Workingmen's party was decisively defeated.

The earthquake of 1906 left North Beach a charred, shattered shambles. But most of the flames that voraciously consumed the monstrous kennels of Barbary Coast were nonplussed when they attempted to climb Telegraph Hill. The frustration of the flames was accomplished with typical ingenuity by the Italian hill-dwellers who, lacking water, broke open barrels of sharp red Chianti and zinfandel and, with buckets of the red wine and with wine-soaked blankets drove the fire from their roofs and porches.

There was shock, pain, a deep and ineffable sadness, then started the first motions towards reconstruction. The people of North Beach, drawing heavily on the spiritual reservoir of their faith and on the physical reservoir of their work-tempered bodies, were the first to feel the restoration impulse. They approached the vast task briskly, accomplished it more quickly than did any other part of the burned city.

Because it was rebuilt so rapidly after the 1906 disaster, many of the structures that covered the new North Beach were sub-standard. Modernization has since set in and the face of the district, particularly since the war, has changed considerably.

Aside from many "spots" of residential and commercial construction and modernization, there have been a number of major projects of obvious significance.

The Telegraph Hill Neighborhood House has moved to splendid new quarters on Lombard, deserting its charming old frame building on Stockton. The youth plant around SS. Peter and Paul Church has grown to giant size, part of it—the playground at Filbert and Powell—due to the generosity of the late Frank Marini, a man little in stature but enormous in his gentle philanthropies. A bachelor until his death in 1952 at the rounded age of 90, Mr. Marini also gave the "Marini Gymnasium," located at Columbus and Vallejo Streets beside St. Francis Church, to the children of the district.

A fine enclosed fresh water swimming pool was opened several years ago at the North Beach Playground, Lombard and Columbus, and a long-awaited public library is presently under construction in the same area.

Washington Square, scene of the recent partly banned-out Art Festival, is being reshaped by the city's Recreation and Park Department for a complete redevelopment.

(Continued on Page 22)

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**ASIAN FLU REPORT** (Continued from Page 5)

the disease. If from 80% to 100% of any population group is vaccinated, their chances of *not* getting the disease are increased from 8 out of 10 to 9 out of 10. In other words, the chances of their not getting the disease are increased by one-eighth. If 80% to 100% of any company or agency personnel were vaccinated, the previously mentioned 10% absenteeism might be reduced to 5%. If the company or agencies can function properly with a 10% absenteeism, there hardly seems any justification for vaccination to be done at the expense of the company or agency. If, however, the activity of that organization cannot be carried on with 10% absenteeism, but could be carried on with only 5%, then vaccination is justified.

We believe, however, that until such time as those persons in the first two priorities have been vaccinated, the medical profession should not utilize this vaccine for those people in the third and fourth priority groups. With respect to the question of the fourth priority group, we should like to point out there are many industries providing essential services perhaps in a part of their production, and in some cases some might be considered to be in the third priority, but not all of them.

On the other hand, we feel that such organizations as department stores and other business houses have to recognize the fact that if 10% of their employees are off due to illness, it can be assumed this will occur at the same time that 10% of the population is off due to the same illness; therefore business will not be maintained at the same level, and such personnel may not be absolutely necessary to meet the demands of that particular business.

We have to face up to the fact that the vaccine is being produced very slowly, and that there is already indication in California that some outbreaks have already occurred. In view of the fact that it takes two weeks to acquire immunity after immunization is completed, it would be useless to vaccinate after the second week after an epidemic has started, because those who are going to get the disease will acquire it before the immunization can become effective.

This is a disease that is spread by droplet infection, just like the common cold. It is necessary, therefore, that a person utilize the usual precautions of personal hygiene and try to decrease as much as possible the contamination of other people from droplets from the nose and throat.

When one acquires the disease, he should call his physician, and he should stay home from work. He will be an extremely uncomfortable individual for three or four days, and he will have a "washed-out" feeling for several more days, but if an epidemic occurs, he can at least have the satisfaction of knowing that he is not the only one who has that feeling.

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A FOURTH OF THE NATION—

By Paul Woodring

McGraw-Hill Book Company Inc., \$4.50.

THE TRAINING and instruction of the young is an ancient concern of mankind, marked by controversy in every country and time. From the earliest days of Greek education, when boys were thrashed for insulting the Muses if they played the fiddle in class-time, a system of classical education has penetrated the centuries.

In nineteenth century America, the public elementary schools taught "reading, 'riting, and 'rithmetic" according to an educational philosophy vaguely reflecting classical tradition.

As secondary education became universal, it was necessary to try to define aims and purposes of education with more exactness.

In this book, Professor Woodring, brings before his readers most of the current and pressing problems in education, with many wise observations about school buildings and their effects on the education that will take place in them, statements which should be thought about by all who are involved in school-building programs, whether tax-payers, city officials or educators. Halting educational progress, he sees a great paralyzing gulf between educators who accept "The Classic Thesis" and those who proclaim "The Pragmatic Antithesis."

Professor Woodring proposes a synthetic design for education, which will consist of a pattern of classical training, against a background philosophy aimed at the growth of the whole child.

Each educational reformer marshals his attack when he defines his aim in education. Dr. Woodring in two dogmatic sentences says "In a society of free men, the proper aim of education is to prepare the individual to make wise decisions. All else is but contributory." This pronouncement lacks the fine philosophic ring and genial excitement about human activity of similar pronouncements by such people as Julian Huxley, Gilbert Highet and Sir Richard Livingstone.

Nevertheless, within his field of vision, Dr. Woodring makes a bold and vigorous survey, vastly informative for all who practice education. However, while he is convinced that teaching is largely an art, he does not roundly attack the basic problem of how the artist can flourish in a field where there is so little scope for creativity, for example in choice of syllabus or textbooks.

Unlike many books on education, this one is written in clear, concise, very readable English.

J. R.

THE ROYAL BALLET (formerly Sadler's Wells Ballet) will appear at the War Memorial Opera House from November 20 through 27, with a company of 150 headed by Margot Fonteyn. Repertoire will include such familiar pageant fairy tales as *Sleeping Beauty* and *Swan Lake*, and some new fare, of which reportedly *Birthday Offering* and *Solitaire* are outstanding.

The stately and effortless charm of this company should prove a pleasing interlude for pressured executives who want an evening's relaxation.

The San Francisco Symphony Orchestra opens its 46th annual season on Wednesday, December 4 at the Opera House. This year a new Wednesday-Thursday-Friday

schedule will be introduced, because many patrons found that Saturday evening concerts conflicted with other week-end activities.

## MUSIC HIGHLIGHTS

Among highlights of an exceptional calendar will be the appearance of Yehudi Menuhin (who made his debut as a soloist at the age of eight with the S. F. Orchestra), and visits by guest conductors Virgil Thompson, Igor Stravinsky, and Bruno Walter.

The first concert conducted by Enrique Jordá will include Weber's *Overture to Euryanthe*, Beethoven's *Symphony No. 2 in D Major*, and the first performance here of Martinu's *Intermezzo for Orchestra*.

On the lighter side, we commend

## NORTH BEACH (Continued from Page 20)

ment which will start next year. So precious to the district is this green landmark—it isn't really a square, having five distinct sides—that a citizens' committee composed of representatives of the various organizations of North Beach was organized to assist the city in planning its revision as well as to raise supplementary funds.

The committee—a unique organization yet typical of the enthusiastic spirit of the district—represents the Columbus Civic Club, Italian Federation of California, Italian Welfare Agency, North Beach Merchants and Boaters, North Beach Lions, SS. Peter and Paul Church, Salesian Boys Club, Telegraph Hill Dwellers, Telegraph Hill Neighborhood Association and the Marin sisters. It is headed by Lee M. Bianco, an energetic and imaginative official of the American Trust Company.

Another part of the Beach which has undergone great change is the northern section sloping down to Fisherman's Wharf. The Wharf itself, one of San Francisco's most magnetic tourist attractions, has become increasingly—and deliberately—colorful and successful over the years. And nearby is the large North Beach Housing Project which has been a partial remedy for the pressing housing need.

Also adjacent to the Wharf is the new streamlined plant of the Scavengers Protective Association on Mason Street. Italians have traditionally serviced the city's scavenger needs and it was after World War I that they organized two groups—the Protective Association for the northern part of San Francisco which included the industrial and business areas, and the Sunset Scavengers Corporation to care for the rest of the city. In 1921 the Board of Supervisors passed an ordinance regulating the collection and disposal of garbage

for the two operating companies.

The two groups work harmoniously, the Sunset led by Joe Molinari and the Protective by Frank Ratto, two conscientious veterans of their business. Incidentally, the areas which they cover were defined in a verbal agreement made many years ago. The same agreement still exists and is still verbal!

Ratto, who has been president of the Protective group continuously since 1932, has a calm, good-natured approach to problems which he has expressed in his belief that "if you solve little problems they don't have a chance to become big ones."

Little problems have always been the special assignment of the Salesian Boys' Club and, as a result, very few major ones have ever come out of the rambling clubrooms beneath SS. Peter and Paul Church and the parish house. Although the death last summer of Angelo A. Fusco brought great sadness to the Beach, the gap was filled last month by the appointment of Fred Scolari, the former professional basketball star.

Athletics have always been important to the lads of North Beach, particularly baseball and basketball, and the halls of fame of these two sports are filled with such formidable names as DiMaggio, Crounse, Lucreti, Solari, Rattelli, Puccinelli, Lodigiani, and Gordon Cuneo who brought Olympic Queen Ann Curtis into the Italian-American colony through marriage. And hard-hitting Fred Apostoli . . . Athletics for the district's older lads has been cared for over the years by the former Italian Athletic Club, now the San Francisco Athletic Club which occupies the large building on Stockton overlooking Washington Square.

The Fourth Estate of North Beach converges on the busy inter-

section of Columbus, Stockton and Green. On one corner is located the plant of the venerable daily Italian language newspaper *L'Italia*, which for many years until his death was edited by the famed aficionado of the arts, Ettore Patrizi, and is now vigorously edited and managed by the kinetic and friendly Renato Marrazzini. It is one of the country's more important foreign language papers with a far-reaching circulation up and down the Coast, but its editorial heartland is San Francisco.

On another corner is the district's lively weekly newspaper, the *Little City News*, which is rounding out 17 years of operation as the single most successful district paper in the city's history. A focal point around which most North Beach activities are planned, it is published by Mario Cugia and Armond DeMartini, edited by George DeMartini (no relation) and features a newsy, peripatetic column by Grace Duhanog. Its impact may be measured by the advent, during its years of publication, of such North Beach firms as the Little City Market, Little City Florist, Little City Housewares and Little City Press.

Mrs. Duhanog, a charming lady of boundless energy, besides columnizing for the *Little City News*, assists Mrs. Rena Bocci in the conduct of the Italian Welfare Agency, a United Crusade member which has given a vast amount of such services as emergency relief, rehabilitation, employment, and language aids to Italians faced with making adjustments in their new country.

San Francisco was the first city in the nation to build a civic opera house and to vote municipal support of its symphony, according to the San Francisco Chamber of Commerce.



The job he got was as errand boy for a hook bindery, and he worked his way up in this business until, in 1918, "I started Security Lithograph Co. with \$800 I borrowed from my wife, Catherine."

Today Security Lithograph, and its affiliated S. L. Label Co. and Edward Barry Co., do a \$5-million annual business in such items as bank checks and postcards. Paganini's prescription for success: "hard work."

He, too, is involved in boys club work and only last year was the chairman of the Salesian Boys Club fund drive.

**ROLAND TOGNAZZINI**—This native San Franciscan, now 54, attended Stanford, got a law degree there and went on to a year's study at the University of Lausanne, Switzerland. He practiced law, first as a deputy of the State Building and Loan Commission, took an unsuccessful whirl, as a campaign manager, in politics in the early '30's, got into the oil business with Pedro Petroleum in the mid-'30's and in 1939 gave up his private law practice to become president of the then-sour Union Sugar Co.

In the year Tognazzini took over, Union produced 2,500,000 pounds of sugar; last year Union, a branch of Consolidated Foods, produced 200,650,000 pounds of sugar.

Tognazzini is also vice-chairman of Consolidated Foods' board, a director and boss of the West Coast operation, board chairman of Rosenberg Brothers, and boss of two operations beyond the ken of the huge food combine. One is the residual Union Sugar Co.—what was left, that is, after Consolidated took over the sugar producing part of the company (what was left included some oil properties). The other is Kern Mines, Inc., a fairly inactive gold mining concern. Tognazzini is a Bank of America director, too.

His noncorporate directorates include those in the YMCA, the Stanford Research Institute, the San Francisco Boys Club, the Better Business Bureau and I-A District Agricultural Associates (the Cow Palace). He has extensive ranching interests in Santa Barbara and San Luis Obispo Counties.

**MARIO DI GRAZIA** is President of the Alpha Distributing Co., which he formed in 1933. The company has grown steadily as a distributor of national brands throughout the Bay Area. "Alpha," first letter in the Greek alphabet was chosen by DiGrazia because this name signified: "first in liquor and first in San Francisco."



MARIO DIGRAZIA

A former cavalry officer in the King's Guard under Victor Emmanuel III, King of Italy, tall, white-haired Mario DiGrazia came to America at the age of 21, was attracted by San Francisco and its environs which reminded him of his native Lucca. He started off as a salesman for an importing and wholesale grocery firm where he learned the business of liquor distribution. His son Lorry shares executive responsibilities with him. The two-story structure 60x50 ft. which is Alpha's San Francisco building is becoming too small for the growing volume of business, and larger quarters may soon become imperative. There is also a branch office in Oakland.

The elder DiGrazia goes annually to Italy where he presents a cup for a trotting race in Florence. He is president of the company and Lorry DiGrazia is chairman of the board.

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